

**Psych 643:
Research Methods in Social Psychology**

Spring 2012

Course website: <http://courses.umass.edu/psyc643>

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This course serves as a graduate-level introduction to the scientific methods and practical aspects of conducting research in social psychology. Emphasis is placed on development of such skills as experimental design, construction of reliable and valid measurement procedures, critical analysis of research literature, and effective writing of empirical papers.

Requirements: (1) Three critical reviews of journal articles. The assignments are due **Feb 7, Feb 21, and Mar 6**. Each review is worth 10% of the course grade. (2) Ten percent of the course grade is based on in-class participation in discussions of the reading assignments. (Assignments are to be read prior to the meetings for which they are listed.) (3) A term paper in the form of a detailed research proposal, worth 60% of the course grade. Hopefully, this proposal will provide the basis for the master's thesis or other degree-related research. Ideas for the proposal will be discussed, and the proposal will be presented in class. The term paper is due on **Thursday, May 10**, the last day of the examination period. It should be written in APA style, and it should include an abstract, an introduction with literature review and hypotheses, a method section describing methods and procedures in detail, a brief consideration of data analyses, and a discussion section that examines reliability, validity, reactive effects, ethical issues, etc.

Students interested in a relevant text are directed to: Singleton, R. A., Jr., & Straits, B. C. (1999). *Approaches to social research* (3rd Ed.). New York: Oxford University Press.

*Stars indicate required readings prior to class meetings; other readings are optional. All assigned readings are available online, on the course website.

Jan 24, 26: Introduction: Logic of research in social psychology; basic, translational, and applied research.

Handout for manuscript reviews + examples.

Assignment of first critical review, **due Feb 7**.

*Gigerenzer, G. (2009). Surrogates for theory. *APS Observer*, 22, 1-3.

*Dawes, R. M (1994). *House of cards: Psychology and psychotherapy built on myth*. New York: The Free Press. Chapter 8: *New age psychology* (pp. 229-251).

Dovidio, J. F., & Gaertner, S. L. (2000). Aversive racism and selection decisions: 1989 and 1999. *Psychological Science*, 11, 315-319.

Platt, J. R. (1964). Strong inference. *Science*, 146, 347-353.

Cacioppo, J. T. (2004). Common sense, intuition, and theory in personality and social

psychology. *Personality and Social Psychology Review*, 8, 114-122.

Kruglanski, A. W. (2001). That “vision thing”: The state of theory in social and personality psychology at the edge of the new millennium. *Journal of Personality and Social Psychology*, 80, 871-875.

Gergen, K. J. (1973). Social psychology as history. *Journal of Personality and Social Psychology*, 26, 309-320.

Lin, T. (2012). Cracking open the scientific process. *New York Times*, January 17, 2012.

Jan 31, Feb 2: Experimental vs. Correlational Designs I: Testing causal relations in laboratory experiments: The question of internal and external validity.

*Aronson, E., Wilson, T. D., & Brewer, M. B. (1998). Experimentation in social psychology. In D. T. Gilbert, S. T. Fiske, & G. Lindzey (Eds.), *The handbook of social psychology* (4th Ed., Vol. 1, pp. 99-142). Boston, MA: McGraw-Hill.

Cronbach, L. J. (1957). The two disciplines of scientific psychology. *American Psychologist*, 12, 671-684.

Campbell, D. T., & Stanley, J. C. (1963). Experimental and quasi-experimental designs for research on teaching. In N.L. Gage (Ed.), *Handbook of research on teaching* (pp. 171-246). Chicago: Rand McNally.

Weber, S. J., & Cook, T. D. (1972). Subject effects in laboratory research: An examination of subject roles, demand characteristics, and valid inference. *Psychological Bulletin*, 77, 273-295.

Strohmetz, D. B. (2008). Research artifacts and the social psychology of psychological experiments. *Social and Personality Psychology Compass*, 2, 861-877.

Taylor, K. M., & Shepperd, J. A. (1996). Probing suspicion among participants in deception research. *American Psychologist*, 51, 886-887.

Swann, W. B., Jr., & Seyle, C. (2005). Personality psychology's comeback and its emerging symbiosis with social psychology. *Personality and Social Psychology Bulletin*, 31, 155-165.

Anderson, C. A., & Bushman, B. J. (1997). External validity of “trivial” experiments: The case of laboratory aggression. *Review of General Psychology*, 1, 19-41.

Feb 7, 9: Experimental vs. Correlational Designs: II. Testing causal relations with correlational data.

Discussion of first critical review, Feb 7.

Assignment of second critical review, **due Feb 21**.

- *Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, *51*, 1173-1182.
- *Jackson, J. L., Dezee, K., Douglas, K., & Shimeall, W. (2005). Introduction to structural equation modeling. Retrieved from:
<http://www.sgim.org/userfiles/file/AMHandouts/AM05/handouts/PA08.pdf>
- Kenny, D. A. (2003). *Mediation and Moderation*. Website articles, available at:
<http://users.rcn.com/dakenny/mediate.htm>
<http://users.rcn.com/dakenny/moderation.htm>
- MacKinnon, D. P., & Fairchild, A. J. (2009). Current directions in mediation analysis. *Current Directions in Psychological Science*, *18*, 16-20.
- Breckler, S. J. (1984). Empirical validation of affect, behavior, and cognition as distinct components of attitude. *Journal of Personality and Social Psychology*, *47*, 1191-1205.
- Rutter, M. (2007). Proceeding from observed correlation to causal inference. *Perspectives on Psychological Science*, *2*, 377-395.
- Simsekoglu, Ö., & Lajunen, T. (2008). Social psychology of seat belt use: A comparison of theory of planned behavior and health belief model. *Transportation Research Part F: Traffic Psychology and Behaviour*, *11*, 181-191.

Feb 14, 16: Experimental vs. Correlational Designs (cont')

Feb 21, 23: Reliability and Validity of Psychological Measures.

Discussion of second critical review, Feb 21.

Assignment of third critical review, **due Mar 6**.

- *John, O. P., & Benet-Martínez, V. (2000). Measurement: Reliability, construct validation, and scale construction. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 339-369). Cambridge, UK: Cambridge University Press.

*Take the implicit association test: <https://implicit.harvard.edu/implicit/Study?tid=-1>

Holmes, J. D. (2009). Transparency of self-report racial attitude scales. *Basic and Applied Social Psychology*, *31*, 95-101.

Paulhus, D. L. (1991). Measurement and control of response bias. In J. P. Robinson, P. R. Shaver, & L. S. Wrightsman (Eds., pp. 17-59), *Measures of personality and social psychological attitudes*. San Diego: Academic Press.

Cunningham, W. A., Preacher, K. J., & Banaji, M. R. (2001). Implicit attitude measures: Consistency, stability, and convergent validity. *Psychological Science, 12*, 163-170.

Blanton, H., & Jaccard, J. (2006). Arbitrary metrics in psychology. *American Psychologist, 61*, 27-41.

Greenwald, A. G., Nosek, B. A., & Sriram, N. (2006). Consequential validity of the Implicit Association Test : Comment. *American Psychologist, 61*, 56-61.

Blanton, H., & Jaccard, J. (2006). Arbitrary metrics redux. *American Psychologist, 61*, 62-71.

Olson, M. A., & Fazio, R. H. (2004). Reducing the influence of extrapersonal associations on the Implicit Association Test: Personalizing the IAT. *Journal of Personality and Social Psychology, 86*, 653-667.

Feb 28, Mar 1: Reliability and Validity (cont')

Mar 6, 8: Using Statistics to Test Theories in Social Psychology

Discussion of third critical review, Mar 6.

*Lykken, D. T. (1968). Statistical significance in psychological research. *Psychological Bulletin, 70*, 151-159.

*Cohen, J. (1994). The earth is round ($p < .05$). *American Psychologist, 49*, 997-1003.

Lambdin, C. (2012). Significance tests as sorcery: Science is empirical—significance tests are not. *Theory & Psychology, 22*(1), 67-90.

Meehl, P. E. (1967). Theory testing in psychology and physics: A methodological paradox. *Philosophy of Science, 34*, 103-115.

Killeen, P. R. (2005). An alternative to null-hypothesis significance tests. *Psychological Science, 16*, 345-353.

Cumming, G. (2008). Replication and p intervals: p values predict the future only vaguely, but confidence intervals do much better. *Perspectives on psychological science, 3*, 286-300.

Wilkinson, L. (1999). Statistical methods in psychology journals: Guidelines and explanations. *American Psychologist, 54*, 894-604.

Friedman, H. (1968). Magnitude of experimental effect and a table for its rapid estimation. *Psychological Bulletin, 70*, 245-251.

Mar 13, 15: Surveys and Research in Naturalistic Settings

*Visser, P. S., Krosnick, J. A., & Lavrakas, P. J. (2000). Survey research. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 223-252). Cambridge, UK: Cambridge University Press.

Schwarz, N. (1999). Self-reports: How the questions shape the answers. *American Psychologist*, *54*, 93-105.

Reis, H. T., & Gable, S. L. (2000). Event-sampling and other methods for studying everyday experience. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 190-222). Cambridge, UK: Cambridge University Press.

Tourangeau, R., & Yan, T. (2007). Sensitive questions in surveys. *Psychological Bulletin*, *133*, 859-883.

Mar 20, 22: Spring Break**Mar 27, 29: Evaluation Research and Meta-Analyses**

*Rossi, P. H., Lipsey, M. W., & Freeman, H. E. (2004). *Evaluation: A systematic approach*. London: Sage. Chs. 1 (Chapters 7, 8, and 9 are recommended).

*Malle, B. F. (2006). The actor-observer asymmetry in attribution: A (surprising) meta-analysis. *Psychological Bulletin*, *132*, 895-919.

Johnson, B. T., & Boynton, M. H. (2008). Cumulating evidence about the social animal: Meta-analysis in social-personality psychology. *Social and Personality Psychology Compass*, *2*, 817-841.

Richard, F. D., Bond, C. F. Jr., & Stokes-Zoota, J. J. (2003). One hundred years of social psychology quantitatively described. *General Review of Psychology*, *7*, 331-363.

Sandberg, T., & Conner, M. (2008). Anticipated regret as an additional predictor in the theory of planned behavior: A meta-analysis. *British Journal of Social Psychology*, *47*, 589-606.

Cohn, L. D., & Becker, B. J. (2003). How meta-analysis increases statistical power. *Psychological Methods*, *8*, 243-253.

Apr 3: Publishing and Presenting Empirical Research / Ethics

*Bem, D. J. (1987). Writing the empirical journal article. In M. P. Zanna & J. M. Darley (Eds.) *The compleat academic: A practical guide for the beginning social scientist* (pp. 171-201). New York: Random House.

*Sternberg, R. J. (1992). How to win acceptances by psychology journals: 21 tips for better

writing. *APS Observer*, September 1992.

*Shewchuk, J. *Giving an Academic Talk*: <http://www.cs.berkeley.edu/~jrs/speaking.html>
(Retrieved 01/10/2012).

Eichorn, D. H., & Van den Bos, G. R. (1985). Dissemination of scientific and professional knowledge: Journal publication within the APA. *American Psychologist*, *40*, 1309-1316.

Nosek, B. A., Graham, J., Lindner, N. M., Kesebir, S., Hawkins, C. B., Hahn, C., . . . Tenney, E. R. (2010). Cumulative and career-stage citation impact of social-personality psychology programs and their members. *Personality and Social Psychology Bulletin*, *36*(10), 1283-1300.

American Psychological Association (2002). Ethical principles of psychologists and code of conduct. *American Psychologist*, *57*, 1060-1073.

Eisenberg, N., Thompson, M. S., Augir, S., & Stanley, E. H. (2002). “Getting in” revisited: An analysis of manuscript characteristics, reviewers’ ratings, and acceptance of manuscripts in *Psychological Bulletin*. *Psychological Bulletin*, *128*, 997-1004.

Petty, R. E., Fleming, M. A., & Fabrigar, L. R. (1999). The review process at *PSPB*: Correlates of interreviewer agreement and manuscript acceptance. *Personality and Social Psychology Bulletin*, *25*, 188-203.

Reference source: *Publication manual of the American Psychological Association* (2009) (6th Ed.). Washington: APA.

Apr 5 - 12: Presentation and Discussion of Research Proposals

Apr 17: No Meeting - Monday Class Schedule

Apr 19 - May 1: Presentation and Discussion of Research Proposals

Academic Honesty

The Psychology Department policy states that all students are expected to adhere scrupulously to the University policy concerning academic honesty, which can be found at the website: http://www.umass.edu/dean_students/codeofconduct/acadhonesty. Any violations of the academic honesty policy will be vigorously pursued.