

Advanced Research in Psychology  
(PSY. 400, Sections, 3, 4 and 5)  
Tuesdays (2:30-3:45 PM (Sect. 3) ASH 1117  
11:30-12:45 pm (Sect. 4) ASH 1117 and  
10:00-11:15 am (Sect. 5) ASH 1204

**Prerequisites:** PSY 101 and Research Methods (PSY 300)

**Instructor:** Prof. Eaaron Henderson-King  
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Office hours: Tuesday and Thursday 1-2 pm or by appt.

**Readings:**

Crano & Brewer (2002). *Principles and Methods of Social Research* (Chapters 4-7). [Blackboard](#)

Dillman, Smyth, & Christian (2009). *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (Chapters 4, 5, and 7). [Blackboard](#)

Fife-Schaw, C. (2008). Principles of Statistical Inference (Chapter 19). In Breakwell, G.M, Hammond, S., Fife-Schaw, C. & Smith, J.A. (Eds.) *Research Methods in Psychology (3<sup>rd</sup> edition)*. [Blackboard](#)

Wilson J. H. & Joye, S. W. (2019). *Research Methods and Statistics: An Integrated Approach*. (Chapters 1, 3, 4, 8, 9, 11, 12 and 14) [Bookstore](#)

**Overview:**

The purpose of this course is to introduce you to the experimental aspects of social psychology. It is expected that you already have some knowledge of psychology, research methods and statistics. Although I will review each of these areas throughout the term, the review will not be extensive. The course will be most useful for those who are interested in psychology as a career and research in general; however, it will also be useful for those who simply want to hone their critical thinking skills.

While the course is interesting, it also challenging and time-consuming. You must be open to critically assessing your own work, the past research in the field of social psychology, and the work of your peers. You must also be able to think on your own, and work in an environment where there is more freedom than in any of your previous courses. **It is also *ESSENTIAL* that you are able to meet with your group members outside of class. If you cannot fulfill this expectation, you should drop the course.**

The course is set up in a flipped classroom format. You will watch various modules and YouTube videos on topics for each week and then we will talk about the material and your projects during class time. This will give you the flexibility of moving through the course at a pace that is

comfortable for you, and allow us to discuss various aspects of the material that has been posted online. It also affords you the ability to stay relatively up to date on the course material if you become ill during the course of the semester. The lecture modules that will range between 10 – 20 minutes and videos that I have gathered that do a very nice job of discussing concepts that are central to the course. These videos will also vary in length with some being as short as 5 minutes and others being as long as 60 minutes (broken into three 20-minute segments). I have chosen videos in which the person has explained the concept under consideration in a very clear and thorough way. You may watch them as frequently as you like. It is important to **take detailed notes on all videos**.

### *Course Objectives*

Upon completion of this course, students will be able to:

- 1) Explain research methods issues including ethical issues, measurement, reliability and validity of methods, experimental and survey research designs, biases in experimentation, and univariate and multivariate data analysis
- 2) demonstrate the ability to design and conduct an empirical study in psychology.
- 3) Have clear sense of what some of the essential elements of writing a research paper are.
- 4) be able to understand why critical thinking and the objective analysis of issues and phenomena are important in the life of the citizen.

### *University Notice*

This course is subject to the GVSU policies listed at <http://www.gvsu.edu/coursepolicies>.

### *Class Meetings*

First, while you can bring your computer to class, it will only be needed and specific points during the semester. You should ALWAYS bring a note pad and a writing utensil (or an iPad or some similar device). You will need to take notes that cannot easily be taken on a computer when you are in class. You will need your computer when we have quizzes and the exam, when you are designing your study, drafting materials for the study, and conducting data analyses. Thus, while computers are welcome, I will make it clear when you can, and should, use them. If this requirement is a non-starter for you then you should drop the class and find another PSY 400 section to take.

Second, after group assignments have been finalized, **on some days** half of the groups will meet with me in class on Tuesdays while the other half will meet on Thursdays. The groups that meet with me in class on a given day will discuss the course content as well as their group projects. The groups that are NOT meeting with me will sign-in to class and then meet outside of class to discuss and work on their group project. Thus, everyone is expected to attend class but what you will be doing will depend on the group you are in and the day of the week. Note that there will also be days where the entire class will meet for the full session.

### *Class Attendance*

You are required to attend class and actively participate. You may, over the course of the semester, miss two classes without losing points. Missing between three and five classes (for any reason) will

result in a full grade being deducted from your final grade. Missing more than five classes will result in an automatic “F” for the course. If you have other obligations that will require your missing five or more classes, you should drop this class.

### ***Class Participation***

You are also required to actively participate in both class and group discussions. Participation in these areas will be assessed by your group members and by me.

### ***Things to Note***

- a) Sub-standard work will receive a grade that reflects the quality of the work.
- b) If you are sick, please don't come to class or interact face-to-face with your classmates. Simply watch the videos for that week and then Zoom into class by creating a Zoom link with one of your group members. If you are too sick to Zoom in, then simply obtain any class notes from your group members, or someone else in the class.
- c) Do not plagiarize anything. At this point in your academic career, you should know what plagiarism is and what constitutes plagiarism. If you do not, look it up. While you may work with other students to understand the various assignments, what you submit for grading must be your own writing (with the exception of the final project). Plagiarism will, at best, result in an “F” on the assignment.
- d) I will not, come up with something for you to do to improve your grade if you are not doing “well” or as well as you expected at the end of the semester. There will be various opportunities for extra credit points throughout the semester. These are your chances to enhance your final grade.
- e) If you are not doing well by the middle of the semester, **seriously consider dropping the class**. There is very little evidence that students who are not completing assignments, completing assignments with grades that are in the D-F range, and/or who are doing poorly because of negative life events midway through the semester improve their scores to a significant degree by the end of the term.

### ***Packages Needed for Assignments***

You NEED to get a Qualtrics account by the end of the first week of class.

- a) Obtaining a Qualtrics Account:

<https://services.gvsu.edu/TDCClient/60/Portal/KB/ArticleDet?ID=514>

- b) Here's the link to installing SPSS on your laptop:

<https://services.gvsu.edu/TDCClient/60/Portal/KB/ArticleDet?ID=959>

- c) Below is the link to GVSU Winlab. This allows you to use your home computer to access the GVSU systems and STATLAB. Use your student sign-on information to access the system and then navigate to SPSS. **However, I strongly recommend downloading SPSS onto your personal computer.**

Here's the link to the Winlab environment:

<https://winlab.gvsu.edu/index.pl>

**When using STATLAB make sure that you save all of your files to a drive that you can access outside of STATLAB. DO NOT SAVE THEM TO THE TEMPORARY DRIVE – THEY WILL DISAPPEAR IF YOU DO.**

### *Assignments*

There will be two SPSS assignments, three reading assignments, three quizzes, one exam and one **major** assignment over the course of the semester.

**SPSS Assignments** – For each of the homework assignments, watch the appropriate SPSS videos on pages 19-20 as well as the applicable chapters of Wilson and Joye.

Assignment 1 -- Introduction to Qualtrics and SPSS (transforming data and correlational analyses) assignment

Data Set: Attitudes toward Cosmetic Surgery Scale (R)

This assignment will require you to collect data from 10-12 people in your social network (family members, friends, co-workers etc.) by having them complete the Qualtrics survey examining attitudes toward cosmetic surgery. You should attempt to obtain a nice mix of females and males because that will be important variable in homework assignments. You will distribute the survey by generating a survey link or using the QR code.

After your data is collected, we will spend part of a class downloading it into SPSS. The SPSS dataset will then be posted on BB for you to download on your personal computer. You will then use the final dataset to complete the first SPSS assignment.

In this first SPSS assignment, you will do the following:

- a) Reverse score any variable(s) that need reversing.
- b) Conduct reliability analyses for each subscale (Consider, Intrapersonal, Interpersonal, Social Media) and the overall measure
- c) Compute mean indices for each of the subscales and an overall mean score for the measure
- d) Calculate the means for the subscales and overall mean for females and males.
- e) Examine the correlational relationships between the subscales separately for females and males
- f) Using APA style create a table which presents the Cronbach Alphas for the subscales and overall measure
- g) Create a table which presents the results of the correlational analyses and means for females and males
- h) Briefly, using APA style, write-up the results of the correlational analyses.

Your homework submission should include the following:

- a) A copy of your syntax (command) file (simply copy and paste the commands from your syntax file into the Word document that you will use to complete your writeup)
- b) Table of Cronbach Alphas
- c) Table of Correlations and means
- d) Write-up of the correlational analyses

## Assignment 2 -- Analysis of Variance Assignment

Dataset: PSY 400 Homework F2024 (in the Course Content section of BB).

- a) recode **CONDITION** (which is currently a variable with the following four levels: 1 = female model/average attractiveness, 2 = female model/above average attractive, 3 = male model/average attractiveness, and 4 = male model/ above average attractiveness) into two different variables each with two levels:
  - a. **Gender of Model**: female (1) and male (2)
  - b. **Attractiveness of Model**: Average (1) and Above Average (2).
 Switch to “variable view” in the dataset to see how “Condition” is coded.

Then conduct a 2 x 2 Analysis of Variance using perceived attractiveness (PA) as the dependent variable. If needed, conduct the simple effect analyses as well.

- a) Copy the commands you used to complete the recodes and conduct the analysis into a Word document.
- b) Then, in the same Word document, briefly summarize the results of the Analysis of Variance. State what they indicate. Use APA style.

**SEE MY LECTURE NOTES ON ANALYSIS OF VARIANCE FOR THE BASIC STRUCTURE ON REPORTING THE RESULTS OF AN ANALYSIS OF VARIANCE.**

## B. Reading Assignments –

### Assignment 1 -- Szekeres, et al. (2023)

Read the Szekeres, et al. (2023) and then discuss the how the structure of the paper fits with what was discussed in the lecture of APA style. Pay particular attention to the various sections of the introduction, method and discussion sections, but also examine the abstract and the results sections. Write a paper no longer than 500 words that discusses what you learned.

### Assignment 2 -- Applying Wilson and Joye Chapter 10

Read chapter 10 and then write a **two-paragraph** discussion. One paragraph must address how elements of the chapter can be incorporated into some aspect of your group project. The second

paragraph will discuss what you learned about writing the method section, results section, and the data analytic technique discussed in the chapter.

### Assignment 3 – Applying Wilson and Joye Chapter 14

Read chapter 14 and then write a **two-paragraph** discussion. One paragraph must address how elements of the chapter can be incorporated into some aspect of your group project. The second paragraph should consist of a discussion regarding what you learned about the analytical technique discussed in the chapter.

#### C. Project Timeline

The group should discuss the dates that the various parts of the group project need to be completed. The group should then develop a timeline for completing each phase of the project and submit the proposed plan. You will then receive feedback on the plan, if necessary, you will rework it and then submit the finalized version. Each member of the group will sign the final version. Your signature indicates that you agree with the submitted plan and that you will abide by it, keep this fact in mind.

#### D. Annotated Bibliography

The annotated bibliography should consist of six articles that your group has read and are seriously considering using in either the introduction and/or method sections of the group project. It should be a 100 – 200-words summary of each article and it should include a paragraph stating why and how you believe the article will be useful to your project.

The following link will bring you to Purdue Owl; it has an example of an APA style annotated bibliography (the example that says “Sample APA Annotation”).

[https://owl.purdue.edu/owl/general\\_writing/common\\_writing\\_assignments/annotated\\_bibliographies/annotated\\_bibliography\\_samples.html](https://owl.purdue.edu/owl/general_writing/common_writing_assignments/annotated_bibliographies/annotated_bibliography_samples.html)

#### D. Submission of Experimental Material

**The final version of your experimental material must be submitted by **October 25th**. It should reflect your having thoughtfully, and thoroughly, considered the hypotheses you are testing, the stimulus materials that you will use to manipulate the independent variables, the way in which you will assess the dependent variables, the cover story that you will give the participants, as well as your consent form and debriefing.**

**Your grade for this portion of the course will be determined by this submission and creating your Qualtrics file by **October 25<sup>th</sup> deadline**. Thus, you will lose points for the following reasons:**

- a) the final submission has not been submitted on time
- b) the submitted material does not allow you to adequately test your hypotheses
- c) the Qualtrics file doesn't run correctly

#### E. Major Assignment

There will be one major paper. The final paper should range from **10-11 pages** in length (of text) and should include **no less than 15 references**.

**You will design and conduct a study that examines two to three factors (variables/constructs). The study will focus on one of the following two areas of study:**

- a) Difference in people's perception of Covid transmitters.**
- b) Factors that influence people's perceptions of and/or reactions to climate change or environmental pollution.**

**The study will be an experimental design, NOT a survey design.**

Each group will be responsible for coming up with its own study, conducting the research, data analysis and interpretation, and presenting the work to the class at the end of the semester. Given the fact that this is a lab class, each project must be feasible.

#### **First Draft:**

The first draft, which comprises the Introduction and Method sections (as well as a Title page and Reference page), will be a group paper. Each group member **MUST** make a **SUBSTANTIAL** contribution to the paper, and that contribution must be clearly seen in the paper which will be worked on *in Google Docs (NOTE THAT THIS IS A REQUIREMENT)*, and to which I will be given access. Please note that merely typing the reference section, for example, does **NOT** constitute a significant contribution.

#### **Final Paper:**

The final paper will consist of a title page, an abstract, revised introduction and method sections, a results and a discussion section. It will also include a reference section, and, when appropriate, tables and figures. It can be written **EITHER** individually, in smaller groups, or with the original group.

### **1. Format/Structure of Paper**

- I. Introductory Paragraph (No more than three-quarters of a page)**
    - a. general problem
    - b. what has previous research examined
    - c. what is missing and why important to take into account
    - d. Purpose of study is to examine X, Y, on Z (example)
  - II. Literature review (Three to four pages)**
    - a. relevant literature on X
    - b. relevant literature on Y
- NOTE a. and b. can be combined when appropriate
- III. Overview of study followed by hypothesis(es)**
  - IV. Method (One and a half to two pages)**
    - 1. Participants
    - 2. Materials

- 3. Procedure
  - V. Results (**No more than one and a half pages**)
  - VI. Discussion (**No less than one page and no more than two pages**)
  - VII. References (How many? Enough to show the reader that you have a good grasp of the literature.)

## 2. Additional Information About the Introductory Paragraph (this is different from the literature review)

The introductory paragraph should start by discussing the general issue. It should then TRANSITION into a very succinct discussion of the status of the research in the area at this point and WHAT IS LACKING in this work and why what is missing is important. It should then move to explicitly communicating the purpose of the study. In stating the purpose, you should be clear as to the constructs that you are examining and these should be connected to what you said was LACKING in the field – that is, you are telling the reader what you are adding to our understanding of the phenomenon. See Szekeres et al. (2023) article for one example of how to approach the introductory paragraph.

## 3. Method Section Content

**The method section for an EXPERIMENTAL DESIGN should take the following format (although it can differ as a function of the type of experiment you are proposing to conduct).**

### a) Participants and Design

- 1) How many subjects would you use
- 2) Where were they from (university students, community in Northern California, etc.)
- 3) Give relevant demographic (for example, how many females and males, race/ethnicity, and age range, etc.)
- 4) Paid or volunteers
- 5) Design

### b) Materials (there will be times when you can combine the materials and procedure sections)

1) If you would use materials to manipulate the independent variables then you would discuss these first. For example, “Participants read one of two news stories that appeared in a student newspaper in which either a male or a female undergraduate (gender of target) either cheated on an exam or studied extremely hard in order to pass an exam.” You would give more detail as to the content of the story.

2) you would then discuss the dependent variable or variables of interest. Did you choose a multiple response measure as opposed to a single response measure? Why? If you used a multiple response measure did you use one that was unidimensional or multidimensional? How were the items scaled (i.e., nominal, ordinal, interval or ratio) and what are the implications of using such a scale? What about open-ended vs close-ended items?

### c) Procedure

- 1) Were the subjects run individually, in groups, on-line?



- 2) What were they told the study was about?
- 3) What did they complete first?
- 4) What did they complete next?
- 5) Were they debriefed after completing the study?

See Buck, Plant, Ratcliff, Zielaskowski, Boerner (2013) for one example of how to approach each of these sections. This manuscript will be in the course documents section of Blackboard.

### Additional Information About the Method Section

These are some very valuable resource materials that you *should/must* use in writing your Method section. The following video is very informative and discuss much of what I will communicate about writing a method section and the websites give you additional written documentation as to the structure of a method section.

#### Video on Method Section

[https://www.youtube.com/watch?v=eaoF\\_58hyO4](https://www.youtube.com/watch?v=eaoF_58hyO4)

#### Essential Information About Writing a Method Section

<https://www.verywellmind.com/how-to-write-a-method-section-2795726>

<https://belmont.edu/nursing/pdf/APA/2014SampleAPAResearch.pdf>

<https://papersowl.com/blog/how-to-write-the-methods-section-of-a-research-paper>

#### F. Presentations

Each group will give two formal class presentations in which you will use Powerpoint or Prezi to assist in presenting the information. The first presentation will last 20-minutes and will include an 8-minute question and answer period. In the first 12-minutes of the presentation, the group will present the purpose of the study, review the relevant literature, state the expected hypotheses, and present the study's methodology.

In the second presentation, the group will once again present a 12-minute presentation followed by 8-minutes of question and answer. However here, you will present your entire study – including the results and discussion within the 12-minutes.

Students will receive a group grade and an individual grade (if I feel there is a large difference in student performances) for the presentation. The individual grade will be based on the student's ability to communicate an understanding of the project, their ability to present their portion of the presentation in a clear and coherent manner, and the person's ability to respond to questions. The group grade will be based on how well the group presents the project – which includes, the rationale for the project, the literature review, the various hypotheses etc.

#### G. Exam

There will be one exam over the course of the semester. It will be comprised of an application section that you will have a week to complete, and a multiple-choice section that will be completed during class.

H. Quizzes – The quizzes will be completed during class time and will consist of 10 multiple-choice items.

### Point Distribution

	<b><i>Grading</i></b>
Class Participation	-- 30 points
Exam	-- 60 points
Three Quizzes	-- 30 points
Two SPSS assignments	-- 40 points (20-points each)
Applying Wilson & Joye chapter)	-- 30 points (15-points for each
Introductory Paragraph	-- 25 points
Annotated Bibliography	-- 10 points
Szekeres et al. (2023) analysis	-- 10 points
Introduction and Method Section (4 weeks to complete)	-- 30 points
Submission of Experimental Materials and Qualtrics setup	-- 10 points
Homework Assignment 1 Data Collected	-- 10 points
Group Project Data Collected	-- 5 points
Group Presentation 1 (4.5 weeks to prepare)	-- 20 points
Group Presentation 2	-- 30 points
Group Evaluation 1	-- 20 points
Group Evaluation 2	-- 30 points
Final Paper	-- 110 points
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Total Points	-- 500 points

#### Grade Distribution:

A -- 100 -94%	A- -- 93.9-90%
B+ -- 89.9-87%	B -- 86.9-83%
B- -- 82.9-80%	C+ -- 79.9-77%
C -- 76.9-73%	C- -- 72.9-70%
D+ -- 69.9-67%	D -- 66.9-63%
D- -- 62.9-60%	F -- 59.9%-->

### *Semester Schedule*

Week 1 (8-27 to 8-29)

#### **Introduction & Research Methods Review**

Discussion of first homework assignment

Video 1 -- The Scientific Method in Context – Ways of knowing

Video 2 – Basic Assumptions of Scientific Approach

### Video 3 – Developing Research Ideas

#### Readings:

Fife-Schaw (Chapter 19) [Blackboard reading](#)

Wilson and Joye (Chapter 1 and 3)

Szekeres, H., Halperin, E. & Saguy, T. (2023) The mother of violations: Motherhood as the primary expectation of women. *British Journal of Social Psychology*, 62, 1875-1896.

Week 2 (9-3 to 9-5)

Data collection begins for first homework assignment. It should be completed by 9-10.

Group Assignments (Thursday)

Discussion of Szekeres et al. (2023)

Experimental Design

Module 4 – Overview

Module 5 – Four Basic Building Blocks of Experimental Design

- Assigning Subjects to Conditions
- Pre-test – Post-test vs Post-test Only
- One-Way vs Factorial Design
- Between Groups vs Within Groups vs Mixed factors Designs
- Main Effects and Interactions

Really Helpful Videos: Main Effects and Interactions (Both are good but I like the second one a bit better than the first)

<https://www.youtube.com/watch?v=OE46w0RqmQA>

<https://www.youtube.com/watch?v=GGvuacZb-AQ>

#### Readings:

Wilson and Joye (Chapters 4, 8, and 12)

Crano & Brewer (2002). *Principles and Methods of Social Research* (Chapter 4).  
[Blackboard](#)

**9-3 Quiz 1 – Week 1 Material**

**9-6 Szekeres et al. (2023) assignment due**

Week 3 (9-10 to 9-12)

\*\* Data collection for homework Assignment 1 completed by 11:59 PM on 9-10. Data merging will occur on 9-12. \*\*

9-10 Groups 1 and 2 meet in class; Groups 3 and 4 sign-in and meet outside

9-12 Groups 3 and 4 meet in class; Groups 1 and 2 sign-in and meet outside

### **Experimental Design (continued)**

#### **Readings:**

Crano & Brewer (2002). *Principles and Methods of Social Research* (Chapter 5).  
[Blackboard](#)

### **Quiz 2 – Four Basic Building Blocks**

Week 4 (9-17 to 9-19)

Module 6 – Power Analyses

Experimental Design (continued)

#### **Power Analysis Video:**

[https://www.youtube.com/watch?v=VX\\_M3tIyiYk](https://www.youtube.com/watch?v=VX_M3tIyiYk)

### **Experimental Design (continued)**

#### **Readings:**

Crano & Brewer (2002). *Principles and Methods of Social Research* (Chapter 6).  
[Blackboard](#)

Week 5 (9-24 to 9-26)

**9-27 – SPSS Homework Assignment 1 Due**

**9-27 – Introductory Paragraph and Annotated Bibliography Due (Word documents NOT PDFs)**

Week 6 (10-1 to 10-3)

**10-1 – Application section of Exam posted on BB**

**10-4 – Introduction and Method sections due**

Week 7 (10-8 to 10-10)

First Group Presentation

**10-8 – Groups 1 and 2**

**10-10 – Groups 3 and 4**

Week 8 (10-15 to 10-17)

t-tests

Using SPSS (these will be a series of videos)

**Reading:**

Wilson and Joye (Chapters 10)

**10-17 Multiple-Choice portion of exam completed – Cumulative (Weeks 1- 7)**

**10-18 Application portion of exam due**

Week 9 (10-24) Fall break (10-22)

**10-25 Reading Application 1 W & J Ch. 10 (submitted on BB)**

**10-25 Submission of final draft of materials and Qualtrics file completed**

Week 10 (10-29 to 10-31)

One-way Analysis of Variance

Factorial Analysis of Variance

**Readings:**

Wilson and Joye (Chapters 11 and 14)

Really Helpful Videos: One-Way ANOVA

[https://www.youtube.com/watch?v=q48uKU\\_KWas](https://www.youtube.com/watch?v=q48uKU_KWas)

Really Helpful Videos: Two-Way ANOVA by HAND

<https://www.youtube.com/watch?v=cNIIIn9bConY>

**11-1 Reading Application 2 W & J Ch. 14 (submitted on BB)**

Week 11 (11-5 to 11-7)

Data collection and analysis

Week 12 (11-12 to 11-14)

Data collection and analysis

**11-15 Analysis of Variance Assignment 1**

**Quiz 3 – One-way and Two-Way Anovas**

Data collected by 11-14

Week 13 (11-19 to 11-21)

Data Analysis

Week 14 (11-26 to 11-28)

Thanksgiving week (class on Tuesday but not Thursday)

Week 15 (12-3 to 12-5)

**Group Presentations**

**12-3 Groups 3 and 4**

**12-5 Groups 1 and 2**

**Final Paper Due 12-7**

Due Dates for all Assignments and Exams:

<u>Assignment</u>	<u>Due Date (all assignments must be posted by 11:59 PM)</u>
Szekeres et al. analysis	9-6 submitted on BB
Quiz 1	9-3 (In class)
Quiz 2	9-10 (In class)
SPSS Assignment 1	9-27 submitted on BB
Introductory Paragraph	9-27 submitted on BB (Word Document)
Annotated Bibliography	9-27 submitted on BB (Word Document)
Introduction and Method Section	10-4 submitted on BB (Word Document)
Group Presentation 1	10-8 and 10-10
Exam (Multiple-choice portion)	10-17 (In class)
Exam Take-home portion	10-18 submitted on BB
Submission of Materials	10-25 submitted on BB (Word Document)
Reading Application 1 W & J Ch. 10	10-25 submitted on BB
Reading Application 2 W & J Ch. 14	11-1 submitted on BB
Quiz 3	11-12 (In class)
SPSS Analysis of Variance Assignment	11-15 submitted on BB
Group Presentation II	12-3 and 12-5
Final Project	12-7 submitted on BB (Word Document)



### Szekeres, et al. (2023) Homework Assignment

Read the Szekeres, et al. (2023) and then discuss the how the structure of the paper fits with what was discussed in the lecture of APA style. Pay particular attention to the various sections of the introduction, method and discussion sections, but also examine the abstract and the results sections. Write a paper no longer than 500 words that discusses what you learned.

### SPSS Homework Assignments

For each of the assignments use the “PSY 400 Homework W2024(student)” dataset (in the Course Content section of BB). For each assignment watch the appropriate SPSS videos on page 14 as well as the applicable chapters of Wilson and Joye.

#### 1) Homework 1 –

Part 1:

Using the SPSS videos on recoding and transforming variables (2 and 3 on page 16)

Using the Cosmetic Surgery data set:

- 1) reverse score any items that necessary
- 2) assess the internal reliability of the items that are assessing the Intrapersonal, Interpersonal, Career and Social Media subscales of the ACSS and the social media usage measures (report the Cronbach alpha for each)
- 3) create a mean index for each of the ACSS subscales and the social media usage measures.

Part 2:

After watching the video on conducting correlational analyses in SPSS conduct the Pearson correlational analyses using the **ACSS subscales and the social media scales**. Then write-up the results in APA style. Include a separate page with a correlation matrix that is presented in APA style (NOT a cut and paste from you SPSS output). Chapter 7 of Wilson and Joye will be very helpful here, and see the example of the results section on page 151 of the chapter. Also, see the Table Layout and Basic Components of Tables in the APA publication manual.

**d) Copy and paste the commands from your SYNTAX file into a Word Document and then submit it and a brief, but complete, discussion of the reliability analyses.**

#### 2) ANALYSIS OF VARIANCE Homework –

Part 1:

Recode **CONDITION** (which is currently a variable with the following four levels: 1 = female model/average attractiveness, 2 = female model/above average attractive, 3 = male model/average attractiveness, and 4 = male model/ above average attractiveness) into two different variables each with two levels: **Gender of Model**: female (1) and male (2) and **Attractiveness of Model**: Average (1) and Above Average (2). Switch to “variable view” in the dataset to see how “Condition” is coded. **Save the dataset because you will use these new variables for the Analysis of Variance homework assignment.**

Part 2:

Conduct a 2 x 2 Analysis of Variance using the independent variables of “Model Gender” and “Model Attractiveness” (created in your first homework assignment) and use “Perceived Attractiveness of Model” as the dependent variable. If necessary, conduct the simple effect analyses. Then write-up the results using proper APA style. Submit your syntax file and your output file in addition to the write-up.

## SPSS VIDEOS

### 1) Introduction to SPSS

[https://www.youtube.com/watch?v=27pOf3\\_Kq3s](https://www.youtube.com/watch?v=27pOf3_Kq3s)

### 2) Recoding Variables in SPSS

<https://www.youtube.com/watch?v=K-eY-AXIERA>

### 3) Transforming variables to create a mean index (as well as Cronbach alpha)

In this video she shows you how to do a recode.

a. <https://www.youtube.com/watch?v=fnWG1C61oSk>

In this video she shows you how to obtain the Cronbach alpha

b. <https://www.youtube.com/watch?v=pJT9Ch93XSg>

### 4) Correlational Analyses in SPSS

<https://www.youtube.com/watch?v=rR99bpl0rKM>

### 5) Regression Analyses

a) Bivariate Regression (Gives you the foundation of regression)

<https://www.youtube.com/watch?v=1Md18jjKJCQ>

b) Multivariate Regression (Gives you an understanding of Multiple Regression)

Part 1: Brandon Foltz Stats 101

<https://www.youtube.com/watch?v=dQNpSa-bq4M>

Part 2: Brandon Foltz Stats 101

[https://www.youtube.com/watch?v=wPJ1\\_Z8b0wk](https://www.youtube.com/watch?v=wPJ1_Z8b0wk)

Part 3: Brandon Foltz Stats 101

<https://www.youtube.com/watch?v=px72eCYPuvc>

Multiple Regression using SPSS (Stepwise example but much of what he talks about applies to when we put all of the predictors in at the same time)

Part 1: How2Stats

<https://www.youtube.com/watch?v=IWYENu0kCYE>

**Part2: How2Stats**

[https://www.youtube.com/watch?v=oi\\_oWh\\_4d78](https://www.youtube.com/watch?v=oi_oWh_4d78)

**Part3: How2Stats**

<https://www.youtube.com/watch?v=IUtYadNLV3s>

**Part4: How2Stats**

<https://www.youtube.com/watch?v=pIgUOIHwRkk>

**Part 5:**

<https://www.youtube.com/watch?v=UjJ4G3rLIXA>

## **6) Analysis of Variance (ANOVA)**

### **a) One-way**

[https://www.youtube.com/watch?v=q48uKU\\_KWas](https://www.youtube.com/watch?v=q48uKU_KWas)

### **b) Two-way**

**This is a really good one!!! It shows you how to conduct the simple effect analyses when you have an interaction.**

<https://www.youtube.com/watch?v=0MoCt14isz0>

**This one does not tell you how to conduct the simple effects analyses, but it is also good.**

[https://www.youtube.com/watch?v=q4IJtIzgg\\_Y](https://www.youtube.com/watch?v=q4IJtIzgg_Y)