



PSYCHOLOGY

WELCOME TO PSYC 110

brotip #201

some of the prettiest
people do the ugliest
things.

brotips|tumblr

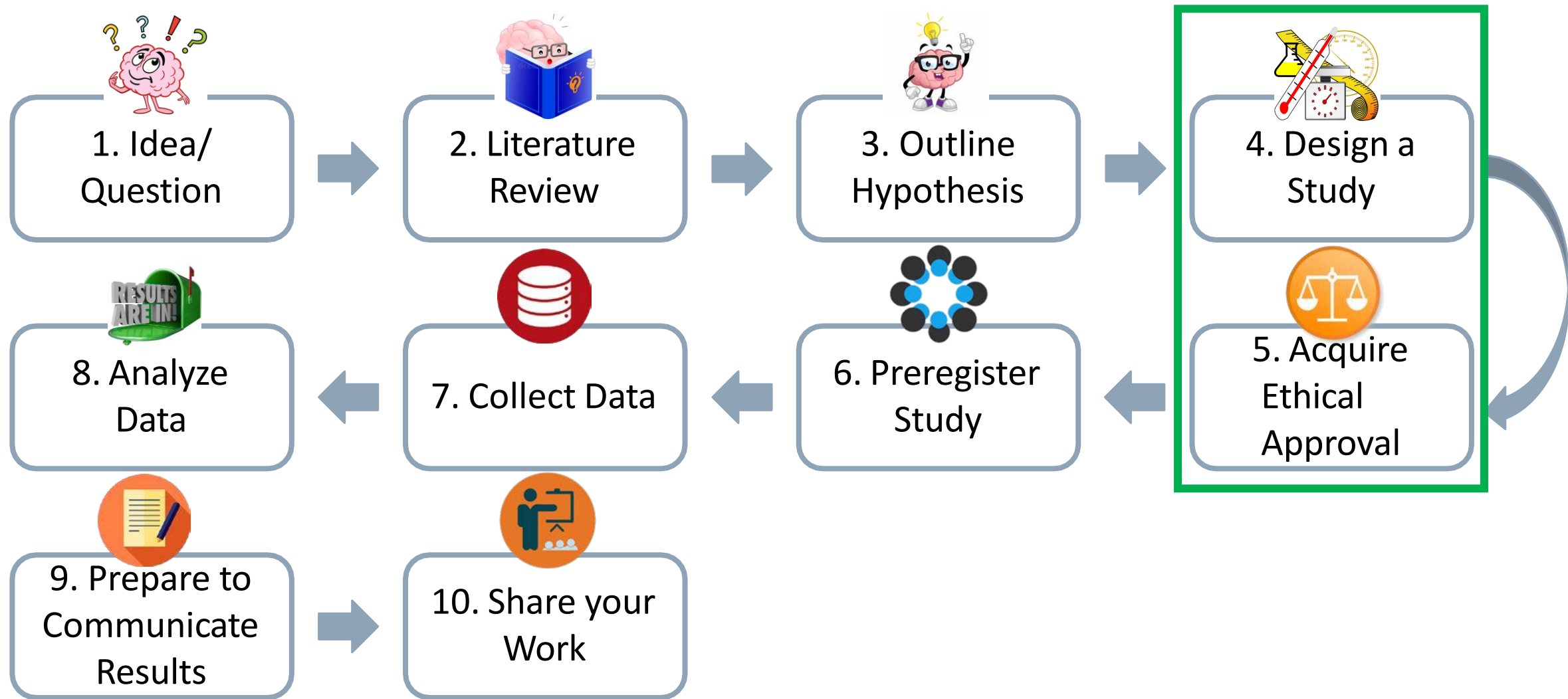
PSYC 110 (General Psychology)

Module 1:

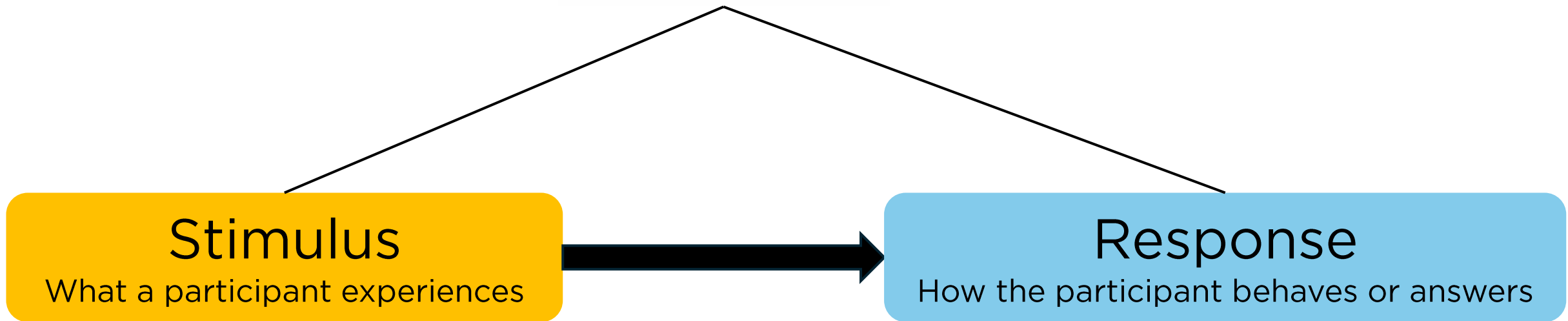
Foundations of Psychology

Trenton C. Johanis, Ph.D.

Psychology is studied as a science



A hypothesis predicts a relation*



*Things or ideas have relations, people have relationships. Use the terms correctly!



Demand Characteristics

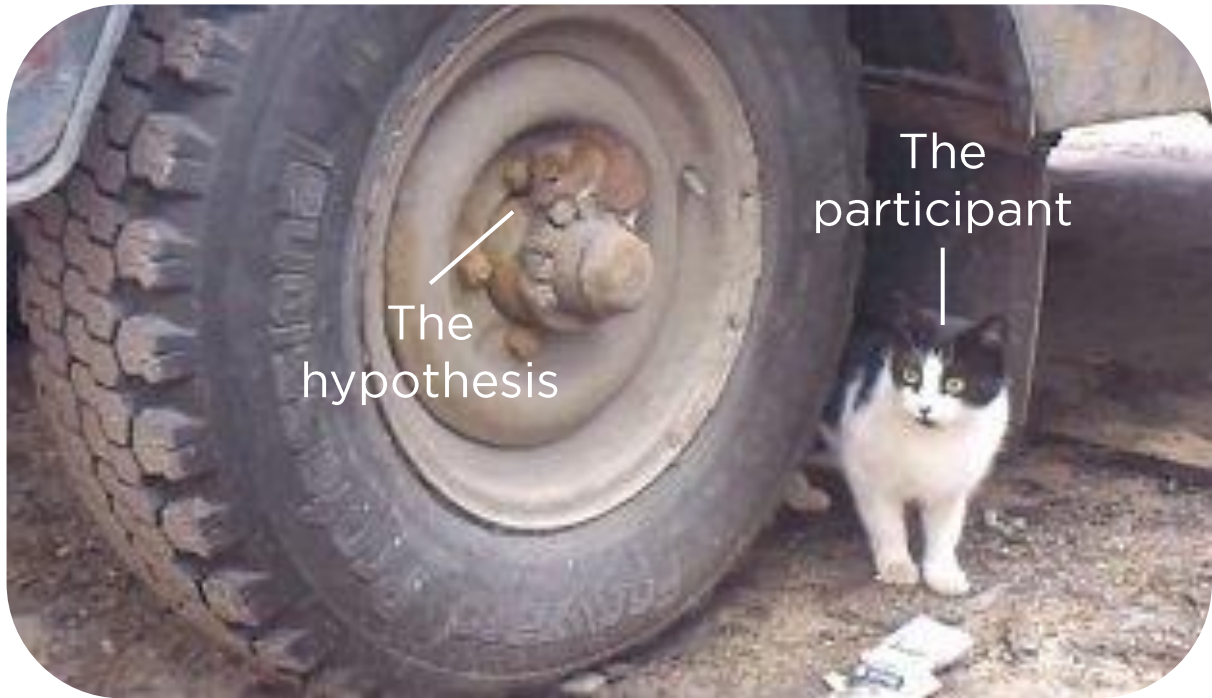
Anything that may indicate the hypothesis or goal of the study for the participants

- How do you behave when you are being watched?
- Lab experiments make demand characteristics difficult to avoid
- Leads to:
 - “Faking Good”
 - Responding purposefully in favour of hypothesis
 - “Faking Bad”
 - Responding purposefully against hypothesis



Deception

- Often required to avoid demand characteristics
- For example, a Cover Story
 - Give a realistic-sounding reason to be doing the study that doesn't give away the hypothesis
 - Tell the participants the real story afterward (for ethical reasons)



Other strategies to avoid

Demand Characteristics:

- Task/Question order
 - If using a Quasi-IV, have the participants respond to the DV before collecting IV information
- Distractor tasks/questions
 - Include components in the design that are irrelevant to the true hypothesis

Our designs also must be ethical

Minimal or no risk to participants

- Physical (e.g., pain, injury)
- Psychological (e.g., stress, sadness)
- Social (e.g., others' opinions of the participant)
- Legal (e.g., incrimination)

Be as fair as possible to all participants

- Equal benefits
 - e.g., compensation, treatment
- Equal risk

Respect participant autonomy

- Participants choose to participate and may withdraw at any time
- Participants have a right to know what they are signing up for
 - Informed Consent
- Participation is anonymous



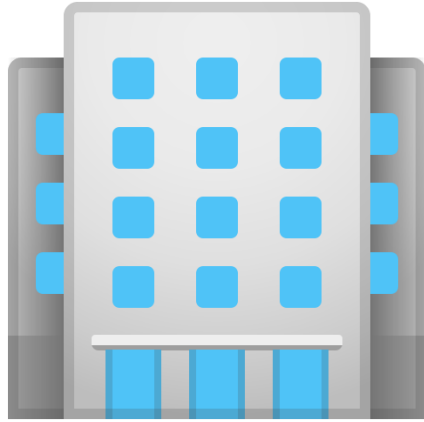
*If any of these requirements are unmet,
there must be a valid reason
(i.e., we would be unable to do the experiment otherwise)*

But Dr. T, how can you say a participant has a right to know the design, but deception is okay?



We do tell them...eventually.

First we do informed consent



Study Location



**Researcher Name
and Contact**



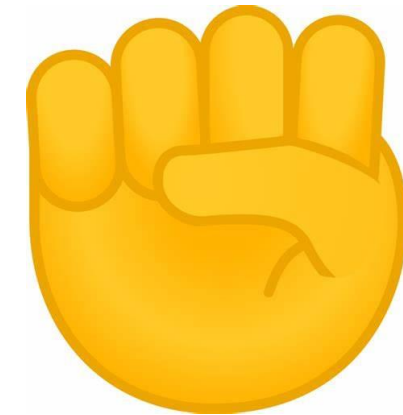
Study Hypothesis*



Study Procedure*



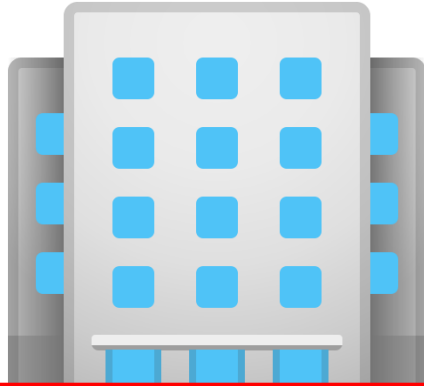
(e.g., compensation,
potential harm)



Participant Rights
(e.g., to withdraw)

*As much as possible w/o demand characteristics

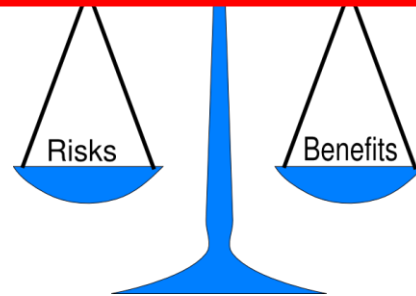
First we do informed consent



**IF ANY OF THESE ARE NOT GIVEN AT THE START,
THEY MUST BE GIVEN BEFORE THE PARTICIPANT IS
FINISHED WITH THE STUDY**



Study Procedure*



(e.g., compensation,
potential harm)



Participant Rights
(e.g., to withdraw)

*As much as possible w/o demand characteristics

Debriefing covers all of our bases

After the experiment, tell the participant:



Study Hypothesis
Complete truth this time



Deception
If it was used,
justify why it was required



So we've planned it all out...now what?

RECRUITMENT



WE WANT YOU!



Methods of Recruitment

Volunteer Sampling

- Potential participants reach out spontaneously
- e.g., advertisements for the lab

Convenience Sampling

- Researcher decides time and place for study, people who are available can sign-up

Random Sampling

- The entire population has equal chance
- e.g., approaching people on the street

Quota Sampling

- Specifically recruiting certain demographics
- e.g., skill, place of residence, occupation





What should we get out of today?

DESIGNING AN EXPERIMENT

- **AVOIDING DEMAND
CHARACTERISTICS**
- **DECEPTION**
- **ETHICS**
- **RECRUITMENT**



How did we do?

Success to me is
only two things:
happiness and
stability.

Kehlani

For y'all:

- Friday Quiz 1 is **this Friday**
- First InQuizitive due Feb 2
- First Reflection Journal due Feb 2
- Attend your Discussion Section this week