

COURSE INFORMATION

Instructor: Johannes Rothlind
Office: 492 Straub
Office Hrs: TuTh 11-12, F 2:30-3:30
Phone: X4964, ext. #21.

Text: Anne Myers (1986) EXPERIMENTAL PSYCHOLOGY. Monterey, California:
Brooks/Cole.

Class Packet: Available at EMU printshop.

Grading: Course grades will be based upon performance in 7 out-of-class
ASSIGNMENTS, one ORAL REPORT, One in-class MIDTERM EXAM and 1 in-class FINAL
EXAM (cumulative).

Each of the eight assignments will be worth 20 points
The MIDTERM EXAM will be worth 40 points
The FINAL EXAM will be worth 50 points

Thus, a possible 160 + 40 + 50 or a total of 250 points can be earned. Of the
250 points, anyone earning:

A total of 225 to 250 points will receive an A
A total of 200 to 224 points will receive a B
A total of 175 to 199 points will receive a C
A total of 150 to 174 points will receive a D
Less than a total of 150 points will receive an F

A minimum of 175 points must be earned to receive a "P".

Based on the actual distribution of final grades, this criterion might be
relaxed, but not stiffened.

Late Assignments: Assignments are due at the beginning of class on the date
due. Assignments will be accepted up to 24 hours after the date due, but two
points will automatically be subtracted. No assignments will be accepted after
24 hours past the due date.

SYLLABUS

<u>Week</u>	<u>Topics</u>	<u>Readings</u>	<u>Assignments</u> (due dates)
I. 9/28	Introduction Overview of course	Chapters 1, 2. Chapter 3 (pp. 42-45).	

Week	Topic	Readings	Assignments (due dates)
II. 10/5	Overview of Experimental and Non-experimental Design. Library research skills.	Chapters 4, 5. Chapter 15, Appendix C, Packet sect. 5, 6.	#1 (10/9) Reference Section
III. 10/12	The Basics of Experimental Designs. Standardized Tests.	Chapter 6	#2 (10/16) Introduction Section
IV. 10/19	Factorial Designs. Within Subjects Designs	Chapters 7, 8	#3 (10/23) Methods Section
V. 10/26	Between subjects Designs. Small N Designs	Chapter 9	

Midterm Exam (chapters 1-8) scheduled for Friday, 10/30.

VI. 11/2	More on experimental design Statistics	Chapter 11	#4 (11/6) Experiment write-up
VII. 11/9	Summarizing and Analyzing Data - Using Statistics More on Controlling E.V.'s	Chapters 12, 10 Packet sect. 1.	
VIII. 11/16	Drawing Conclusions Internal and External Validity	Chapter 14,	#5 (11/16) Results Section
IX. 11/23	Questionnaire Studies Research time Wed. No class.	Packet sect. 8	#6 (11/23) Discussion Section
X. 11/30	Review. How to present your research Orally		#7 (11/30) Questionnaire or Observat- ional study Report.

Oral reports beginning Friday, December 4th.

Comprehensive Final Exam scheduled for Tuesday, December 15th, at 3:15 pm.

ORGANIZING A RESEARCH TALK

or

What can you accomplish in ten or fifteen minutes?

Major Point:

The information presented in a research talk is NOT like the information you present in a written research report (i.e., an article)

Limited time; limited processing capability

Decide the most important points

Emphasize and repeat those points

It's like preparing for a back-packing trip: Lay out everything that is essential; then, throw half of it away!

Play down specifics of methodology:

Mention only those aspects that are crucial

Ex: "Left-handed males were subjects." Only necessary if studying sex differences and laterality

Play down details of statistical analyses:

Use phrases such as "strongly significant," "highly correlated," or "marginally significant." Don't report F values, + values, or p values, etc.

Major Points to Cover in a Research Talk

1. What problem were you investigating?
2. Why is this problem of interest?
3. How did you go about finding an answer?
4. What overall answer do you think you found?
5. Why do you think this is the best answer?
6. What implications for the future does your answer suggest?

Note: these points can be covered in several different orders. Depending on nature of study, each point can be more or less emphasized.

Preparing a Research Talk
VISUAL AIDS

Decision No. 1:

Handouts vs. transparencies vs. slides

Advantages of Handouts

1. Permanent record
2. Can present a lot of information

Disadvantages of Handouts

Major disadvantage: Distracting!

Advantages of Transparencies

1. On-line presentation
2. Speaker-paced

Disadvantages of Transparencies

1. Not permanent
2. Can't present a lot of information
3. Depends on room conditions

Advantages of Slides

1. Same as transparencies
2. Very professional

Disadvantages of Slides

1. Same as transparencies
2. Expensive!
3. Requires more planning time

One Solution:

If room conditions allow,
During your talk, use transparencies

And if desired,
After your talk, distribute a handout
(be sure to include a title page)

The most important rule of visual aid use: K I S S

(K e e p I t S i m p l e , S t u p i d !)

Most tables and graphs appropriate for an article are not appropriate for a talk.

Too much information
Too compressed

Guidelines for Tables and Figures

For Tables:

Use extra large type or hand lettering. Each character should be 1/4 inch tall.
Do not use standard typewriting. Present either three or four columns or three or four rows of numbers only

For Figures:

Let your figure take up the entire space on the page
Use highly distinguishable symbols

For Both:

Reproduce with the highest contrast possible
Make them smudge-proof
Talk the audience through your table or figure, pointing if necessary

Delivering Your Talk

1. DON'T read it
boring, too fast, too formal
2. DON'T memorize it
too artificial, not failsafe

MNEMONIC DEVICES:

1. Transparency-keyed
(w/ cheat-cheats)
 2. A one- or two-page list of key phrases
(not an outline)
or the same written on several cards
keep the cards to a minimum
be sure to number brightly
 3. Write out first two or three sentences
(but no more)
-
3. DON'T speak from a stack full of notes, or worse, the article itself
 4. Speak loudly
(ask if you are uncertain about the acoustics in the room)
Don't speak with your back turned (i.e., while writing on board), unless
you are certain you will be heard
 5. Stand
 6. Look at your audience
(find a "nodder")
 7. Practice
several partial runs through
(stopping to make adjustments)
3 complete runs through with NO stops

Dealing With Questions and Interruptions

Questions:

1. Answer the question that was asked
2. Ask for clarification if you didn't understand the question or paraphrase the question before you answer it
3. Don't be afraid to say "I don't know" or "My study didn't investigate that issue"
Usually follow with: "That would be interesting to investigate in a future study."
4. Feel free to speculate
5. Don't let one person monopolize the question-answer period. Tell the person: "We should probably get together later to discuss this more fully. I'm going to move on to another question now."

Interruptions:

Clarifications vs. Previews

For clarifications:

Deal with the person the same way as you would during the question-answer period:
Answer the question that was asked
Ask for clarification yourself
Paraphrase before you answer

Then:

Paraphrase the information that was unclear. Don't just repeat what you already said.

After two attempts at clarification, monitor the rest of the audience. If everyone else seems to understand, go on. Tell the person you'll meet with him/her later.

If only a few people seem to understand, ask them to try their hands at explication.

For Previews:

Tell the person you'll get to that in a minute.
You be the boss!