Identify Examples

- What is the IV and the DV?
- Is there a comparison group?
- Are participants randomly assigned to condition?
- What is the design?

McClellan & Woods (2001)

- Wondered how salesclerks would react to customers with a disability.
- 77 Salesclerks randomly assigned to one of two groups
  - Hearing loss "customers"
  - Normal "customers"

McClellan & Woods (2001)

- Measured length of time
  - Initial eye contact to offering assistance
- Results
  - Hearing impaired customers
    - 3.9 minutes
  - Normal customers
    - 1.3 minutes
Questions

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Wells (2001)

• Interest in effects of stress on the body
  – Mental arithmetic task used to induce stress
• Examined whether mental arithmetic task was stressful
• Task
  – Count backwards from 715 by 13
  – Told that most complete task in 4 minutes

Wells (2001)

• 4 minutes of counting backwards
  – Measure heart rate and blood pressure
• 10 minutes completing questionnaire
  – Non-stressful rest period
• Measured heart rate and blood pressure
  – Found decrease in both heart rate and blood pressure
  – Mental arithmetic task is stressful
Questions

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Jones (2001)

• Effect of noise on children’s performance
  – 9 to 12 years old
• Noise
  – No noise, white noise, popular song
  – 74 dB
• Performance
  – Recall tasks
  – Spatial task (completing a block design)

Jones (2001)

• Performance with white noise significantly better than popular song
• No noise
  – Worse performance than white noise
  – Better performance than popular song
  – Not significantly different from either
Questions

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Bonds-Raake, Wright & Nelson (2001)

• Examined student’s attitudes towards animal behavior as a function of source and time
  – Expected source to matter
  – Expected sleeper effect
• 85 undergraduates randomly assigned to condition
  – 41 men, 44 women

Bonds-Raake, Wright & Nelson (2001)

• Source
  – Article on animal cognition from JEP
  – Article on animal cognition from National Enquirer
  – Article on gambling from unnamed source
• Measures attitudes towards locus of animal behavior
  – Immediately after reading article
  – One week after reading article
Bonds-Raake, Wright & Nelson (2001)

- Significant main effect of article type
  - JEP readers
    - More cognitive locus than National Enquirer or no source
- No main effect of time
- No interaction

Questions

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Ishibashi & Okada (2004)

- Effect of copying masters on students creativity
- Day 1: Pepper & pinecone; Cocktail glass
- Day 2: Shell; Potted plant
  - Experimental: Copy modern artists’ picture
  - Control: Draw own
- Day 3: Orange & shell
Ishibashi & Okada (2004)

- Pictures rated by 2 modern artists for creativity
  - Blind to condition and day of drawing

Ishibashi & Okada (2004)

- Difference between Day 1 and Day 3
  - EG were rated significantly more creative than those in CG
    - F(1,16)=5.54, p<.05

Questions

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Baerheim & Sandvik (1994)

- Effect of ale, garlic & soured cream on leech appetite
- Exposed leech to substance
  - Guinness (6), sour cream (6), garlic (2), nothing (6)
- Measured
  - Time from touching skin to first bite

Baerheim & Sandvik (1994)

- Beer
  - Swaying forebodies, losing grip, falling on back
- Garlic
  - Wriggle and crawl, couldn't feed.
  - Died within 2.5 hr
- Soured cream
  - Became ravenous sucking on beaker
  - Bit no sooner than unexposed leech

Questions

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Wallace & Menson (1972)

- Physiological changes during TM
- Measured relaxation
  - Before, during, after meditation
    - Oxygen consumption, and carbon dioxide elimination

Wallace & Menson (1972)

- Relaxation increased during TM compared to pre and post meditation states
  - Decreased heart rate, oxygen consumption and carbon dioxide elimination

Questions

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Godden & Baddeley (1975)

Questions

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Context & Heroin Overdose

- Context acts as CS
- Produces anticipatory CR
- Body attempts to maintain homeostasis
  - Lessens drug effects

- Three conditions
  - 2 conditions received daily injections of heroin
    - Amount increased over time
    - Developed tolerance
  - 1 condition received no heroin
- Testing (heroin injections – same amount as previous session for Cond1 & 2 rats)
  - Cond1: Heroin in same context
  - Cond2: Heroin in different context
  - Cond3: Heroin
- Results
  - Cond1: All survived
  - Cond2: Less than 50% survived
  - Cond3: All died

Questions

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