

Case Study:

- Observation and description of a single case, usually an individual.

Archival Research:

- Use of existing records to study behavior (census; statistical records; survey archives; written documents). Content analysis of written materials likely requires a coding system.

Psychological Testing:

- Psychological traits (e.g., extroversion, intelligence).

Survey Research:

- Administer a survey instrument to a sample of individuals drawn from a population.

Systematic Observation:

- Observation of one or more specific behaviors in a well-defined setting. Primarily quantitative. Requires a coding system.

Naturalistic Observation:

- *Identifies and measures the behavior of people or animals as it occurs in their everyday lives.*
- The behavior may be measured as it occurs or others could already have recorded it, or it may be coded on videotape to be coded at a later time.
- Can produce a rich and complex data set.
- Observation of a Behavior in a naturalistic setting over an extended period of time (a variety of methods are often used).
- Primarily qualitative rather than quantitative.
- Has ECOLOGICAL VALIDITY (occurs in situations that are similar [or identical] to the everyday life experiences of the participants [minimizes reactivity])

Observational Research

- *Involves making observations of behavior and recording those observations in an objective manner (free from experimenter bias).*
- **Researcher as Participant (Participant Observation)** (acknowledged vs. unacknowledged participant): note potential for reactivity. Is the observation too obtrusive? Ethics concerns?
- **Researcher as Observer** (acknowledged vs. unacknowledged observer): note potential for reactivity. Can be more efficient (more time for coding behavior). Ethics concerns?
- Can be large N
- Objective

	Participant-Observer	Observer
Acknowledged	Ethics – ok? Reactivity? Experimenter Bias?	Ethics – ok? Reactivity?
Unacknowledged	Ethics? Experimenter Bias?	Ethics?

- Participant-Observers get less time to code the data; the data is less “immediate” to record

Sampling

- Method of selecting people to participate in a research project, usually with the goal of making an inference about a population.

Validity:

- the extent to which measured variables reflect what they are supposed to measure (the conceptual variables)

LABORATORY QUESTION 1

Notes from one minute of viewing (Record everything you think important)

LABORATORY QUESTION 2

Systematic Observation 1:

https://www.youtube.com/watch?v=_vzBKjLu0U0

Le Matin aka Betty Blue 1986 French Movie Clip (10:04)

For background (not needed): http://en.wikipedia.org/wiki/Betty_Blue

Betty Blue is a [1986 French](#) film. Its original French title is *37°2 le matin*, which means "37.2°C in the Morning". (37.2°C [99°F] is the normal morning temperature of a pregnant woman.) The film was directed by [Jean-Jacques Beineix](#) and stars [Béatrice Dalle](#) and [Jean-Hugues Anglade](#). It is based on the [1985](#) novel of the same name by [Philippe Djian](#). The film had 3,632,326 admissions and was the eighth highest grossing film of the year in France.^[2]

The film received both a [BAFTA](#) and [Oscar](#) nomination for [Best Foreign Language Film](#) in 1986, as well as winning a [César Award](#) for Best Poster. In 1992 it was awarded the Golden Space Needle of the [Seattle International Film Festival](#).

In 2005 a [director's cut](#) was issued, with about an hour of extra footage.

Speaker Turns (did the character speak in each ten second interval)

TIME	A Zorg (w/ Betty)	B Old Policeman	C Young Policeman
1 (7:00→)			
2 (→7:10)			
3 (→7:20)			
4 (→7:30)			
5 (→7:40)			
6 (→7:50)			
7 (→8:00)			
8 (→8:10)			
9 (→8:20)			
10 (→8:30)			
11 (→8:40)			
12 (→8:50)			
13 (→9:00)			

LABORATORY QUESTION 3

Decisions, Decisions (The Monty Hall Problem)

Imagine you are participating in a game show. Your host shows you a room with three doors, and then tells you there are sheep behind two of the doors but an expensive car behind the other (remaining) door. You are asked to select a door. You choose door #1. Your host opens door #2 and shows you a sheep. He then gives you the option to switch. You can now decide to (a) remain with door #1 or (b) switch to door #3. Would you stay or switch?

() STAY () SWITCH

Stay/Switch (class totals = ___ and ___)

LABORATORY QUESTION 4

TRANSCRIPTION (2 person conversation):

Source (e.g., which TV show or commercial) = _____
Who is/was your work partner (if from class)? = _____
Who (from TV show or commercial) is person A? _____
Who (from TV show or commercial) is person B? _____

if we were interested in the content of the conversations, the typical procedure would be to transcribe everything that is said first. This can be a difficult and slow process. Your task will be to write out the full-text from a television commercial (to be successful, you must have the ability to replay the commercial). You may want to perform this task in pairs.

Transcription (45sec – 1 min of viewing): (from _____ to _____)

CONTENT ANALYSIS (from transcription):

Content analysis is the systematic coding of observational data (generally from transcription or archival research) with specified coding categories and the use of more than one rater.

- **How many times did any of the actors verbally refer to themselves?**

Systematic Observation 2: (from one minute of two-person dialogue)

LABORATORY QUESTION 4

	Subject	Test	Test	A	A	A	A	B	B	B	B
	TIME	0-15	15-30	0-15	15-30	30-45	45-60	0-15	15-30	30-45	45-60
Gaze direction	Floor										
	camera										
Head movement	Bob										
	Turn										
Arm movement	Pointing										
	Reaching										
Hand movement	Gesture										
	Touch mouth or face										
Grooming											
Mouth	Smile										
<other1>											
<other2>											

The Assignment: (5 points total)

- 1. [1 point] your data (Hand in pages 2, 3, 4 and 5):**
 - a. Content analysis count (number of self-references) = _____
 - b. Computer the inter-rater reliability (vs. your partner) for the speaker turn data.
 - a. provide the number of agreements vs. disagreements
 - b. Work out your inter-rater reliability:

$$reliability = \# \text{ of agreements} / (\# \text{ of agree} + \# \text{ of disagree})$$

- 2. [1 point] Provide a cumulative frequency plot (see your assignment #1 hand-out) that illustrates the data from the speaking order data across time (frequency on ordinate; time on abscissa). Your graph should either be one panel with three lines**

(one line per speaker) or three panels with one line each (one per speaker). The scale (if three panels) should be the same for each. You can do this graph by hand or by computer. You must use at least 70% of a single page for your figure. It must be labeled appropriately. It must have units indicated. Aim for your graph to be “of publication quality” in terms of presentability.

3. **[1 point]** Do a web search on probabilistic reasoning and the Monty Hall problem. What is the correct decision? In your own words describe why people may be tempted to make the incorrect decision in this and other such problems.

4. **[2 points total]** The next part of the assignment requires you to go through one or more newspapers (or June 15-June 24 posted news content associated with a printed newspaper on the web). From one or more newspapers, find five graphs (no more than two of the graphs can be from the same article).
 - **[.5 point]** For each of the graphs supply a 1-3 sentence description of the pattern the graph is illustrating (e.g., graph #1 shows that although stock prices have fluctuated up and down in the past, the general trend is for stock prices to increase).
 - **[.5 point]** One of the five graphs should be “visually misleading” (admittedly a somewhat subjective term). State this fact. Add an additional 1-3 sentence description of why the graph is visually misleading to the initial 1-3 sentence description of the graph (i.e., a 2-6 sentence description of what the graph is showing and why the visual presentation of the information seems misleading).
 - **[.25 point]** One of the five graphs should be clearly recognizable as an accurate and appropriate presentation of the data shown. State this fact. To the initial 1-3 sentence description, add an additional 1-3 sentence description of why you feel the graph is appropriate (i.e., what does it include that the misleading graph does not?)
 - **[.25 point]** Include, for one of the five graphs, an appropriate APA style citation to the source (newspaper article) that the graph was drawn from (APA manual page 223 (5th)). The citation can be for any of the five graphs.
 - **[.5 point]** Include a copy of each of the five graphs with your report. Source newspapers can be any standard (typically daily) newspaper. The Monterey Herald would be appropriate (as would the San Jose Mercury News, SF Chronicle, USA Today, etc.); the newsletter of Muddy Cascade High School would not... (nor would Newsweek Magazine since it is not a newspaper). For this assignment, you may use electronic resources – but the graphs you print out **MUST** be online content associated with a print newspaper AND the content has to be from June 15-24 for each of the five graphs.