

**MC 4020
Experiment**

In class we discussed several issues relating to experimental design including design, manipulation checks, control variables, stimuli and confounding variables. For the experiment your group will set up, carry out and analyze the results from a simple experiment. You will examine attitudes toward and perceptions of different crisis reactive strategies (pre-emptive action, offensive response, defensive response, diversionary response, vocal commiseration, rectifying behavior and deliberate inaction). Each group will be assigned a set of stimuli to collect and add to a Qualtrics survey. We will design the questions for the experiment together in class.

Make sure to address the following from this week's lesson on experiments:

Objective/Criteria	Exceptional	Satisfactory	Adequate	Needs Improvement	Deficient
	All required items are present and exceptionally completed.	The work has a few errors and may be missing some of the subtleties of the assignment.	A number of the components are superficially completed.	Failed to comprehend and apply materials or follow directions.	Did not complete at least 50% of the assignment competently.
Overview. <ul style="list-style-type: none"> • Why is this topic important? • State your research question and/or hypothesis at the top of the page. 	5	4.0	3.5	3.0	2.5-0.0
Design. <ul style="list-style-type: none"> ▪ What study design was used ▪ How will your chosen method answer your research question(s) ▪ Strengths of this method ▪ How and what you controlled ▪ Examples of prior research similarly using this method 	5	4.0	3.5	3.0	2.5-0.0
Participants. <ul style="list-style-type: none"> ▪ Who was in your sample (selection of cases, characteristics, response rate, attrition, outliers) ▪ How many people participated in your study (final analysis 	5	4.0	3.5	3.0	2.5-0.0

only)					
Setting and Apparatus	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> ▪ When your collection took place ▪ Where your data were collected ▪ Software used to collect data (brand, model, year) 					
Independent Variables	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> • Manipulations and manipulation checks ▪ Control to prevent confounds 					
Dependent Variables	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> ▪ Name, author, date of creation/publication for each measure used ▪ Definition of variable ▪ Why it is relevant to answering your RQ/Hyps. (validity) ▪ How it has been used in the past ▪ Note if changes were made to existing measure ▪ Note if it is a measure you created specifically for this study ▪ Response alternatives for measure ▪ Representative items (include in appendix) ▪ Variable calculation technique ▪ Reliability of variables ▪ Name of “new” variable(s) 					
Procedure	5	4.0	3.5	3.0	2.5-0.0
<ul style="list-style-type: none"> ▪ Actual steps used to collect data from subjects ▪ Walk reader through as though they were a participant ▪ Recruiting ▪ Assignment ▪ Informed consent procedures ▪ Instructions given to 					

<ul style="list-style-type: none"> ▪ each group ▪ Order of task(s) ▪ Time spent on research task(s) ▪ Participant debriefing process 					
<p>Questionnaire & Results</p> <p>Attach your questionnaire as an Appendix.</p> <ul style="list-style-type: none"> • Questionnaire will not count toward page length. <p>Add your SPSS file to the Dropbox.</p>	5	4.0	3.5	3.0	2.5-0.0
<p>Manship Essentials and AP Style</p> <ul style="list-style-type: none"> • Style and content are appropriate for the target public(s). • Sentence structure. • Spelling and punctuation. • Accuracy. • Writing is interesting and informative. • Completeness: Reader is not left with any unanswered questions. • Style and format are appropriate for the medium you are using. • Content meets objectives. • Structure is appropriate: introduction, organization, transitions. • Grammar and syntax. 	5	4.0	3.5	3.0	2.5-0.0
<p>Format:</p> <ul style="list-style-type: none"> • 12 pt. Times New Roman Font. • 1" page margins all around. • No more than 4 pages single-spaced. • Make sure to include citations for all information in APA format. • Include cover page and reference page (will not count toward page 	5	4.0	3.5	3.0	2.5-0.0

length).