**Lab Assignment 4**

Experimental Psychology

Due in your lab on 11/6

**Overview:**

For this assignment, you will develop a survey, gather quantitative data, and report on your results. You can work individually or in small teams of 2-3 people in your lab section. Your assignment should include the following:

* You can write one lab report as a team, or each individual can write their own report. You can work collaboratively within your team, but should avoid seeking “help” from other classmates outside of your team or plagiarizing sources outside of your team.
* Please provide a cover sheet. On the cover sheet, make sure to note who was on the team and who should get credit for the report.
* The lab write-up should be typed, and only typed responses will be scored. Include any relevant Output and a sample copy of your survey.

**Instructions:**

Select a Construct. On your own, or as a team, develop a 10-item survey measuring one of the following constructs: extraversion, creativity, or leadership skills. Alternatively, with your lab instructor’s permission, you can select a different construct, but the construct and survey questions must be extremely non-controversial.

Select a Format. Choose a format for your items (e.g., statements, questions) and response scale (e.g., 5-point scale, 6-point scale, anchors). The response scale should include at least 4 options.

Write the Survey. Write 10 survey items assessing the construct. Half of the items should be positively coded (e.g., higher scores indicate higher extraversion), and half should be negatively coded (e.g., higher scores indicate lower extraversion). Carefully operationalize the construct.

Data Collection. You will need to collect survey data from at least 30 people. Format the survey so that it is easy to complete and aesthetically pleasing. Print out copies or administer the survey electronically, such as by email. The participants can include your team, your classmates, random students walking around campus, family, and friends.

Analyze Data. Enter the data into SPSS. Reverse-coded any items that need to be reverse coded. Write a summary report that answers the following questions, in APA-style where possible, using complete sentences and brief paragraphs. The full summary should be about 1 page.

1) Survey Development Process. How was the construct operationalized? What was the process for developing the specific survey items? What was the rationale for the survey item format? What was the rationale for the response scale? (5pts)

2) Data Collection Process. How were the data collected? Who were the participants? What worked well? Were any problems encountered? Were there any important ethical considerations? (5pts)

3) Full-Scale. Describe the psychometric properties of the 10-item scale. What were the descriptive statistics (Mean, Median, Mode, minimum, maximum, SD, anything else interesting) for the summated scale score? What was the internal-consistency reliability? Were there any obvious strengths or limitations of the 10-item scale? (5pts)

4) Short-Form. Attempt to develop a short-form of the survey. Was it possible to develop a short form? If so, what were the psychometric properties (see #3) for the short-form? What was the process for selecting the particular items and for deciding how many items to include? If it was impossible to develop a reasonable short-form, explain why. (5pts)

5) Conclusions and Future Directions. Overall, how did the survey perform? What were the main strengths? What were the main weaknesses, and how could future researchers address them? (2pts)

6) Appendix:

* Attach the relevant Output -- feel free to prioritize if excessive (3pts)
* Attach a sample copy of the survey (5pts)