**Lab Assignment 3**

Psychology Research Methods

Due at the start of lab on 3/19

**Overview:**

For this assignment, you will conduct a naturalistic observation, gather quantitative and qualitative 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. Type your responses on the attached worksheet, and include a copy of your observational rating scales and SPSS Output.

**Instructions:**

1. Determine Constructs. Think of three constructs you want to study. Ideally, they should be hypothesized to relate to each other in some way. Because this is a naturalistic observation, you will want to pick constructs that you can readily observe in other people. Examples include the following: Attractiveness, warmth, depression, anxiety, sociability, aggression, friendliness, hostility, drunkenness, calmness, cautiousness, emotional stability, trendiness, femininity, masculinity, happiness, leadership, or quickness. Feel free to choose any of these examples or come up with your own. Don’t pick the constructs used in the examples provided.

2. Devise Rating Scales. Design rating scales that you can use to measure the level of these constructs in individuals you observe. The scales should include at least 5 points (more is okay if you prefer), and each point should have a description with so much detail that anyone could easily use the scale to rate someone on that construct. Be specific. See my examples.

3. Choose a Setting. Pick a setting for your naturalistic observation. This should be a public location. Sometimes a general setting will work well, such as a hallway in a university building or just outside an entrance. Other times, you might want a more targeted location, based on your construct. For example, to measure politeness, you might observe people interacting with a cashier. To rate people on patience, you might observe them waiting in a line.

4. Plan Ahead. Make sure you will be safe in this location. Do not do anything risky or illegal. Find a location where you are unlikely to be noticed by others, and be discrete. Find a way to cover your research materials (e.g. newspaper, book, etc.). Come up with a plan for what to say in case anyone does notice you.

5. Collect Quantitative and Qualitative Data. Collect data on 30 people (feel free to use a larger sample if you like). Quantitative data simply means numeric data. This involves rating people using your rating scales. Make sure you rate each person using all three scales. Also, collect qualitative data. This simply refers to notes and observations – anything else interesting you happen to notice that relates to the study or provides increased depth.

6. Analyze Data. Type your quantitative data into SPSS and determine the correlations among each of the three measures. Remember to print the Output.

7. Complete the Attached Worksheet. The Table cells can expand, so write as much as is needed. Some examples of APA-style write-ups for question (d) are provided in the tutorial document. Also, remember to include a cover page, attach your Output, and attach your rating scales.

Worksheet

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| **Question** | **Answer** |
| a) What three constructs did you choose and why? (3pts) |  |
| b) What setting for the observation did you choose, and why did you choose this location? (2pts) |  |
| c) What type of planning did you do to make sure you would be safe and go unnoticed? (2pts) |  |
| d) What are the quantitative results of your study? Provide the correlations among the variables and describe what they mean. (6pts) |  |
| e) What are the qualitative results of your study? Describe what trends you noticed, simply based on your observations. (5pts) |  |
| f) What are the weaknesses or limitations of this study? (2pts) |  |
| g) What would you do differently if you ran the study again? (2pts) |  |
| h) Rating scales (6pts) | See attached. |
| i) SPSS Output (2pts) | See attached. |