

Psychology 7: Introduction to Experimental Psychology
 University of California, Santa Barbara
 Spring 2008: Tuesday & Thursday 12:30-1:45
 HFH 1104

	Instructor	Teaching Assistant
	David Sherman, Ph. D.	Joni Sasaki
e-mail	david.sherman@psych.ucsb.edu	sasaki@psych.ucsb.edu
Office	Psychology East, Room 3809	Psychology, Room 2227
Office Hours	Tuesday, 1:45-2:45, Wednesday, 10-11	Thursday 2-4
Office phone	893-2142	e-mail best

Text: Gravetter, F. J., & Forzano, L. B. (2006). *Research methods for the behavioral sciences* (2nd Edition). Belmont, CA: Thomson Wadsworth. Copy on reserve at Davidson Library.

- Additional journal articles will also be assigned for reading during the course, and they will be made available in a .pdf format on the course website. Readings should be completed prior to the lectures for which they are assigned.

Course Web Page: <http://mentor.lscf.ucsb.edu/course/spring/psyc007/>

The course web page contains syllabus, articles, powerpoint slides, grades, and other course materials.

Text Web Page:

http://www.wadsworth.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&flag=instructor&product_isbn_isbn=9780534558116&discipline_number=24

(don't let this URL dissuade you; a link is provided on the course web page, and this can be a valuable resource)

Course Overview: The purpose of this class is to introduce you to the methodology and practice of experimental psychology. A great deal of knowledge about human psychology has been accumulated by observational, survey, experimental and quasi-experimental research. The process of this research includes coming up with a testable hypothesis, operationalizing the hypothesis into independent and dependent variables, adopting an appropriate methodology for the study (e.g., survey, experiment, observation), and analyzing and interpreting data. This course will examine each step of the research process in experimental psychology. In addition to learning how academic psychologists conduct research to investigate all areas of social behavior, a goal of this class is to equip you with critical skills about research claims. All of you, throughout your lives, are going to be bombarded with research claims, and are going to seek out answers to questions that can be investigated with research. Therefore, an important goal of this course will be to teach you to how to critically evaluate research claims.

Course Requirements and Grading:

Exam #1: 30%
 Exam #2: 30%
 Final Exam: 40%

Psychology Department Equalization of Grading Policy:

In order to ensure that grading procedures are consistent across all courses required for entrance into the major, the Psychology Department utilizes a grading policy that is applied to all pre-major courses (Psych 1, 3, 5 & 7). This policy ensures that all students will be evaluated consistently across different classes and different instructors.

According to this policy, approximately 10–15% of the class can receive a grade of A– or higher, approximately 40–45% of the class can receive a grade of B– or higher, and approximately 80–85% of the class can receive a grade of C– or higher. Thus, the final distribution of grades in this course will be based on these guidelines and on overall student performance. This means that your final grade will be based both on your *absolute* performance and on your performance *relative* to other students in the course.

Exams:

Exam #1 and Exam #2 will consist of questions based on the lectures and readings (both the text and the articles assigned) for Part 1 and Part 2, respectively. The Final Exam will be cumulative, as it will cover material from Part 3 and also material from the first two parts. ANY material covered in the lectures or readings may appear on the exam. Some of the material in the reading will not be covered in the lecture and some of the material in the lecture will not be covered in the reading. You are responsible for both. Exams must be taken on the date scheduled.

No use of notes is allowed for any exam. Please be aware that cheating on an exam results in a grade of F for the course and reporting the incident to the University Ethics Board. Cheating includes use of notes, books, or copying from someone else's exam.

Homework Assignment:

For the class survey, students will be assigned to write a survey question on a topic to be announced. The questions will be assigned on April 17 and due via e-mail to psychology.ucsb@gmail.com 12:00 PM (noon), April 24. Students who complete the homework on time will receive two points added to their grades (pre-curve).

The Psych 7 Research Requirement:

The purpose of the Psych 7 Research Requirement is for students to get some first-hand experience with research.

Options: 1) Be a participant in experiments, or 2) Write a research paper
For Spring '08, you need 6 Credits

- a one hour (or less) experiment = 1 credit
- over an hour (up to two hours) = 2 credits

The last day to participate in experiments is June 1, 2008. NO experiments are run the last week of classes and there are no experiment makeup dates after the last day of experiments. The paper is due on **May 30, 2008 by 4:00 PM (Psych East, RM 1813)**. If you don't complete the research requirement by the specified deadlines, your Psych 7 grade will be reduced (e.g., if you had an A- you will receive a B+, if you had a C, you will get a C-).

Questions concerning the subject pool should be addressed to the subject pool administrator <wwwsubpool@psych.ucsb.edu>

The Psych 7 Research Requirement will be discussed in class on the first day.

Psychology 7: Introduction to Experimental Psychology
 University of California, Santa Barbara
 Spring 2008: Tuesday & Thursday 12:30-1:45
 HFH 1104

Italics indicate changes from original syllabus. Updated 4-2-2008.

	Dates	Readings	Topic
	Part 1		
1	T, April 1		Course Overview
2	Th, April 3	Chp. 1	The Science of Psychology
3	T, April 8	Chp. 2; Frank & Gilovich	Hypothesis Testing
4	Th, April 9	<i>Chp. 4</i>	Ethics in Research
5	T, April 15	<i>Chp. 12; Chp. 13 (pp. 322-331)</i>	Observational Methods
6	Th, April 17	<i>Chp. 3</i>	Dependent Measures; Review for Exam 1
7	T, April 22		Exam #1
	Part 2		
8	Th, April 24	Chp. 6	Reliability and Validity
9	T, April 29	Chp. 5	Survey Design
10	Th, May 1	<i>Chp. 5; Chp. 13 (pp. 331-343)</i>	Class Survey Results
11	T, May 6	Chp. 7	Experimental Designs
12	Th, May 8	Chp. 8; Nosek, Banaji, & Greenwald	Implicit vs. Explicit Measures, Review for Exam #2
13	T, May 13		Exam #2
	Part 3		
14	Th, May 15	Chp 9	Within-Subjects Designs
15	T, May 20	Chp. 11	Complex Experimental Designs & Interactions
16	Th, May 22	Chp. 10	Quasi-Experimental Designs
17	T, May 27	Chp. 15	Statistics
18	Th, May 29	Bem & Honorton	Parapsychology
19	T, June 3		Wrap-up/Review
20	Th, June 5		Final Exam