

Recitation #1

What are good questions
for your project?

What are good questions?

- Applied or theory ?
 - Applied meaning you are trying to estimate particular parameters
 - Examples: Politeness, opening doors, etc.
 - Theory meaning you are trying to understand a directional effect
 - Examples: Politeness, opening doors, etc.

What are good questions?

- Applied or theory?
 - Applied is more specific, theory is more general
 - Engineering vs. Science
 - “There is nothing more practical than a good theory”
 - Kurt Levin
 - »
- At what stage of product development is each more appropriate?
- When is represented sampling more important?
- When is exact implementation more important?

What are good questions?

- Relevant is a good criteria
 - But relevant to who?
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- “Big” is a good criteria
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- More general (theoretical) questions are likely to be “larger” & more relevant

Ethnics in research

- There have been a lot of cases of abuse
 - Medical cases where they gave people different diseases.
 - Shaking basic beliefs
 - Philip Zimbardo's jail experiment
 - Stanley Milgram's Electrical shocking experiment
- The Human subject review board COUHES is the local branch that is in charge of ethical behavior toward subjects

Philip Zimbardo's jail experiment

Stanley Milgram's Electrical shocking

- 65% of subjects, ordinary residents of New Haven, were willing to give apparently harmful electric shocks-up to 450 volts-to a pitifully protesting victim, simply because a scientific authority commanded them to, and in spite of the fact that the victim did not do anything to deserve such punishment.

Exercise in generating ideas

- In small groups propose questions you are interested in finding the answers for.
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- Practice “armchair” psychology
 - Think of your own weird behavior (and on that of the people around you).
 - Observe, introspect
- Also name 3 “bad” (useless) things to test

A few interesting projects I

- How long do people wait before pulling out of parking?

A few interesting projects I

- **Example: An observation study**
 - How long do people wait before pulling out of parking?
 - What does it depend on
 - Whether someone is waiting?
 - Gender?
 - Type of car?

A few interesting projects II

- How long do men take to urinate?

A few interesting projects II

- Example: Manipulations
 - How long do men take to urinate?
 - What is it depending on?
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 - When are people more honest?
 - Would a mirror make a difference?
 - Other ideas:
 - Opening doors, pedestrian crossing, etc.

A few interesting projects III

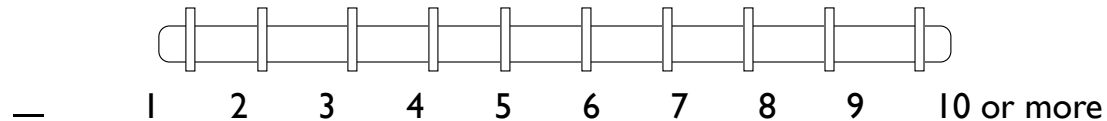
- Example: Surveys (SWB)
 - How happy are you with your life?
 - One year after winning a lottery
 - One year after a bad injury
 - Control group
 - People expect large differences but the differences are small

A few interesting projects IV

- Example: inferences

- How often do you masturbate?

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- A day / A year

- After that, how happy are you with your love life?

- measurement problems

SWB

- SWB = Subjective Well Being
- This is a measure of psychological "happiness."
 - Has many important policy implications (how to invest in environment, education, etc)
 - And also many measurement problems
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- Together we will do a cross-religion research on SWB

Task #1

Religion project: “The value of religion”

- Across different religious organisations
- Before the worship and after
 - Between subjects

Steps

- Pick an organization from the list (& mark it)
- Print surveys
- Find out when is their “service.”
- Go there 1.5 hours before
- Ask 10 people the questions (before)
- Wait (and listen)
- Ask people the questions (after)
- Input the data into excel

Samples...

Data Entry

The image shows a screenshot of an Excel spreadsheet titled "Religion_Student_Survey.xls". The spreadsheet is set up for data entry with the following columns:

	A	B	C	D	E	F	G	H	
1	Your name	Gender	Age	Your religious affiliation	Date	Approximate temperature	Precipitation conditions	Name of religious institution	Affiliation of r
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The spreadsheet interface includes a status bar at the bottom showing "Ready", "Sum=0", and "NUM" (checked).

Writing center