

Experiment 1:

Participants read two emails that ask for their assistance with a campus event. The first email contains abbreviations such as “How R U?” and has grammar and spelling errors. The second email has no abbreviations and uses correct grammar and spelling. Participants are asked to rate how much they would like to work with each of the authors of the email. Each participant is given the emails in a random order.

Independent variable and levels:

Dependent variable:

Design:

Experiment 2:

Participants have their reaction time tested. Half of the participants first drink a non-alcoholic beer. The other half are given alcoholic beer. Only students who have had alcoholic beverages before and are over 21 are allowed to participate in the experiment.

Independent variable and levels:

Dependent variable:

Design:

Experiment 3:

There are three sessions for each participant. In one session, the participants see a 15-minute video about how to do a long jump. In another session, they are told to visualize doing a long jump for 15 minutes, and in a third session they are allowed to practice long jumping for 15 minutes. At the end of each session, they perform five long jumps, and the average distance is their score for that session. Sessions are randomly counterbalanced.

Independent variable and levels:

Dependent variable:

Design:

Experiment 4:

A group of people is tested for extroversion, and separated into two groups: those who scored above the average, and those who scored at or below the average. The two groups take a memory test: they have two minutes to study a list of 20 words, and are tested five minutes later to see how many words they recall. The more they recall, the better their memory.

Independent variable and levels:

Dependent variable:

Design:

Experiment 5:

Participants are given two minutes to read a passage titled “Cognitive Dissonance” (from an introductory psychology textbook). The participants must then answer questions about the passage. The comprehension score is the number of questions they answer correctly. Half of the participants read text written in black on white paper, and the other half read the text written in red on gray paper.

Independent variable and levels:

Dependent variable:

Design:

Experiment 6:

The participants are 50 people who characterize themselves as introverts. These people are split into two groups. One group reads a story written with active verbs. The other group reads the same story written with passive verbs. The participants are then tested for extroversion/introversion by answering a questionnaire.

Independent variable and levels:

Dependent variable:

Design:

Experiment 7:

Participants are people who are diagnosed as suffering from depression and whose level of depression is approximately equal. These people are divided into two groups: high income and low income. Each group is given Freudian psychotherapy for one month, after which their level of depression is measured.

Independent variable and levels:

Dependent variable:

Design:

Experiment 8:

Participants are given a phone survey. The survey asks several very personal questions (number of intimate relationships, income, etc.) Participants can either answer the question or say “prefer not to answer.” Half of the participants are interviewed by a person of their same gender, the other half by a person of the opposite gender. Each participant has their level of personal privacy scored by the number of times they say “prefer not to answer.”

Independent variable and levels:

Dependent variable:

Design:

Experiment 9:

A researcher sits in a cafeteria and observes the first 100 people who come up to the garbage cans. She counts how many people recycle their garbage properly and how many don't.

Independent variable and levels:

Dependent variable:

Design:

Experiment 10:

A group of people suffering from OCD is divided into two groups. The first group does one month of art therapy and then has their OCD symptoms measured; the second group does one month of yoga therapy and then has their OCD symptoms measured. In the next month, the first group does the yoga therapy, and the second group does the art therapy. At the end of the second month, the participants have their OCD symptoms measured.

Independent variable and levels:

Dependent variable:

Design: