

EXPERIMENT STUDENT PROFORMA

For your study of the Cognitive Approach, you need to carry out an EXPERIMENT (independent groups design) gathering QUANTITATIVE DATA. You need to ANALYSE this data with the MANN-WHITNEY U-TEST to test STATISTICAL SIGNIFICANCE. Finally, you should EVALUATE your research.

- Your experimental research should investigate some aspect of MEMORY: what situational or participant variables make a difference to memory recall?
- You can carry out this research in PAIRS or INDIVIDUALLY; it is recommended you team up with another group to investigate different conditions of the same IV.
- Carry out tasks 1-6 in order and, after your teacher has approved it, finish tasks 7-8

RESEARCH QUESTION:

6

ABSTRACT

An abstract is a summary of your research: what your research question was, your sample and procedure, your findings and conclusions (INCLUDING the results of your stats test). It appears at the START but you usually write it LAST

1a	EXPERIMENTAL HYPOTHESIS

This should be 1-TAILED and the variables must be OPERATIONALISED

1b	NULL HYPOTHESIS

Make sure the variables are OPERATIONALISED

2a	INDEPENDENT VARIABLE

State the IV clearly; set out the different CONDITIONS of the IV

2b	DEPENDENT VARIABLE

State the DV clearly including how to OPERATIONALISE it (ie how it is MEASURED)

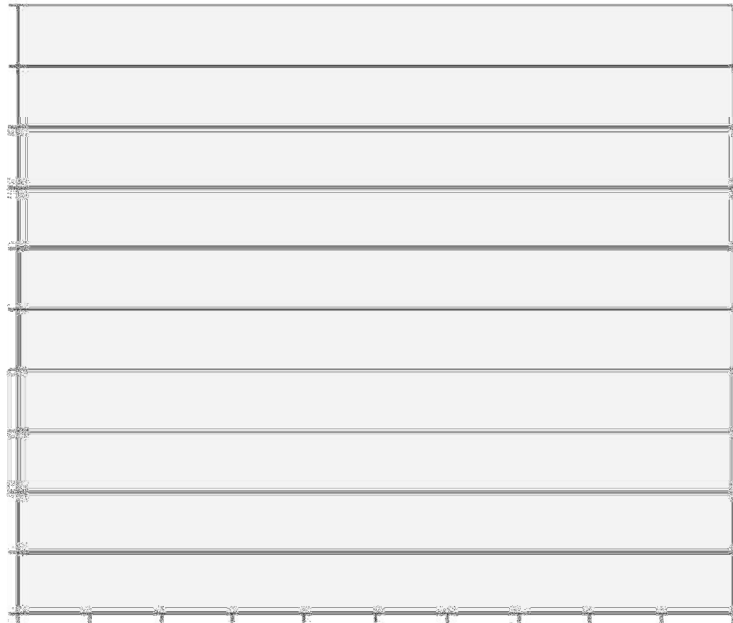
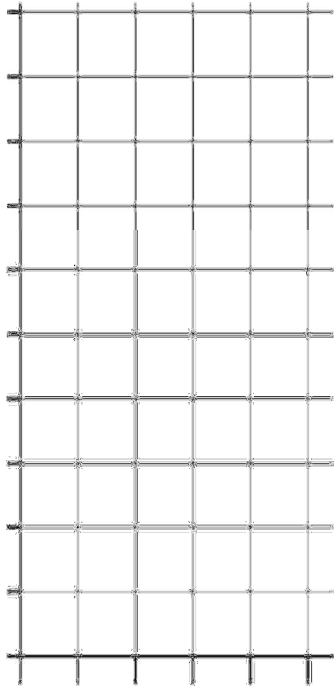
4b	CONTROLS
	<i>What EXTRANEOUS VARIABLES do you foresee and what CONTROLS will deal with them?</i>
	<i>Scripts</i>
	<i>Standardised procedure</i>
	<i>Controlled setting</i>
	<i>Deception</i>
	<i>Interference tasks</i>
	<i>Multiple scorers</i>

5a	FINDINGS
	<i>INTERPRET your data: that means giving percentages, means and modes. You could work out standard deviations. State CONCLUSIONS. DON'T report raw data.</i>

5b

GRAPHICAL DATA

Use TABLES to show your interpretations. BAR CHARTS show means and ranges. FREQUENCY HISTOGRAMS show frequencies.



5c STATEMENT OF STATISTICAL SIGNIFICANCE

To test for statistical significance, I carried out the _____ test.

My observed value was _____.

The critical value was _____ for a _____-tailed test where $N =$ _____ and $p \geq$ _____.

Because my observed value was *higher/lower* than the critical value, the results *are/aren't* statistically significant.

Therefore I *accept/reject* my Null Hypothesis and conclude that _____

7a

EVALUATE GENERALISABILITY

Reflect on your SAMPLE. How representative was it? How could it be improved? Could the sampling technique be done better?

7b

EVALUATE RELIABILITY

Reflect on your STANDARDISED PROCEDURES. How replicable were they? What variables might be different? What could be done about that?

7c

EVALUATE APPLICATIONS

Reflect on the USEFULNESS of this research. Who might benefit from it? What does it suggest should be changed or improved in the world?

7d

EVALUATE VALIDITY

Reflect on your FINDINGS – how truthful are they? What CONFOUNDING VARIABLES may have affected the DV?

6e

EVALUATE ETHICS

Reflect on the ETHICAL GUIDELINES. Do respondents give informed consent? Were they debriefed? Could any questions be considered intrusive or insensitive? (Not usually an issue for memory tests)

