

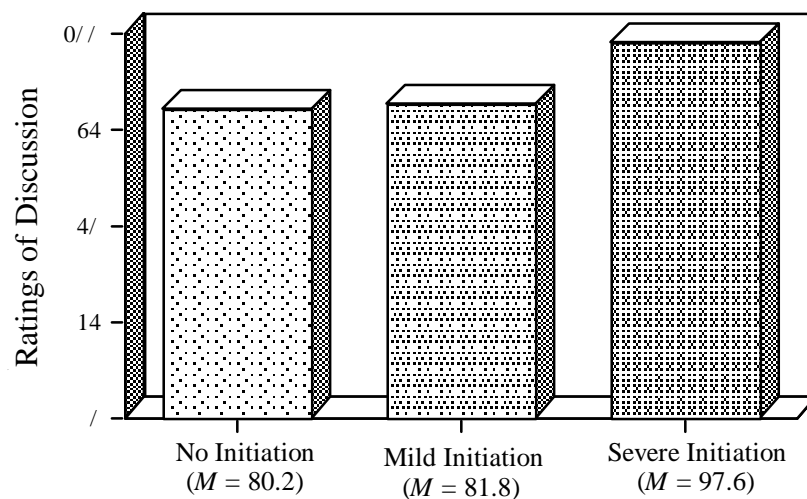
*Research Methods in Social Psychology:  
Testing Predictions*  
Wednesday, January 26, 2005

- III. An Experimental Alternative (Aronson & Mills, 1959)
  - A. Random assignment to three conditions
    - 1. Mild Initiation
    - 2. Severe Initiation
    - 3. No Initiation
  - B. Dependent Measures: Ratings of Group Discussion
  - C. Two Crucial “Ingredients”
    - 1. random assignment
    - 2. control over extraneous variables

## D. Now can infer causality

### 1. Cause: Independent Variable

### 2. Effect: Dependent Variable



## III. Revisiting Predictions: How would you use and experiment to test them?

Flu shots prevent people from getting the flu.

Frustration causes higher rates of aggression.

People in good moods are more likely to help than are people in neutral moods.

#### IV. Summary

- A. The two crucial ingredients of a controlled experiment are: random assignment and experimental control.
- B. Experiments are the most efficient method for inferring cause-and-effect.

Cause = Independent Variable

Effect = Dependent Variable