

Pre-Lecture Activity

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COMM 398

Your name: _____

COMM 398 Pre-Lecture Activity: Experiments

Instructions. Watch “A Class Divided” on <http://www.pbs.org/wgbh/pages/frontline/shows/divided/etc/view.html> and follow all instructions for this activity. Insert your responses under the each corresponding question I posed; use proper line spacing. Type in full sentences (grammar, punctuation, and clarity count) and use the empirical, scholarly voice taught in the “Reading and analyzing journal articles” lecture. Your responses should focus on the experiment conducted on the children.

Clearly indicate the items to which you are responding. Respond to items 1, 3, 4, 5, and 6. I will cover the main points for item 2 in class. Type in brief notes (i.e., terms or short phrases) for 7 so that you come to class prepared to discuss your responses. If you are using information from other sources, then cite accordingly. Type, print, staple, and submit your work in hardcopy.

1. What are the IV and DV of the study? Did the researcher manipulate or measure the IV or the DV?
2. Did the researcher achieve *control* in the experiment? How? Was the researcher able to measure the effects of change? If yes, how? If no, why?
3. Can the research infer *causality* in the experiment? If yes, how? If no, why? (Hint: Refer to the textbook).
4. How many experimental groups were there in the study? Did the groups receive treatments? How?
5. Did the video portray a double-blind experiment? Was a confederate used?
6. Critique the design of the experiment by addressing at least two threats to internal validity. Clearly explain each concept and illustrate the application in the experiment. Choose from these concepts:
 - a. Experimenter effect
 - b. Observer bias
 - c. Researcher attribute effect
 - d. The Hawthorne effect
 - e. Maturation
 - f. Experimental mortality
 - g. Selection bias
 - h. Intersubject bias
 - i. History

j. Instrumentation

7. Discuss the implications (e.g., the outcomes of the experiment, contributions to the participants and/or the society, etc.). Furthermore, address the following question. If you would to replicate this study, what would you do? Would you modify the experimental design? What challenges would you face?