

The social psychology of experiments cloze activity

Use pages 172 – 3 of *Psychology AS the complete companion (revised edition)*.

Copy out the following passages and fill in the missing words and terms. You could do this on your index cards or in your notes. You need to learn the meanings of these terms & ideas.

Normative social influence

A group of people put together will be influenced by others in the group because they *

This is supported by * studies into conformity.

Participant reactivity

In the past, psychologists used the word * to describe people who participated in studies.

This term is now rejected because the * role of people has been recognised.

Participants in a study respond to the experimenter and this is *.

Hawthorne Effect

The original study was into the effect of * on productivity in an electric factory.

However the experimenters changed the variables, productivity *

The finding was not caused by the * variable which was *.

The changed behaviour was the result of * workers received.

Demand characteristics

In 1962, * observed that people * if they think that *

One unusual observation was that some people would * for up to 6 hours.

This led * to conclude that *

This is known as *

Social desirability

It is known that people wish to present a * image of themselves.

They will not answer * or participate in * truthfully because they *

Experimenters and investigators

Experimenters * the study

Investigators * the study out

Investigator effects

This is the * an investigator has on a study other than *

If an experiment is affected by uncontrolled behaviour then the experiment is *

Investigator bias

Social psychologists *and * conducted an experiment to show how * could be affected by * from experimenters.

They discovered that student * affected how well * could run a maze.

Interviewer bias

Interviewers can affect an interviewee's behaviour by asking * questions.

This is known as the * effect.

In this, * affected responses by muttering *

Blind conditions and placebos

A blind condition or a placebo is *

They are used in sciences as a method of *

They ensure that no * variables influence the *

Placebos

This is where participants think * but *

In drug testing for mood altering drugs * are used.

Patients are given * and placebos

Counterbalancing

This is sometimes referred to as ABBA counterbalancing.

The order of variables changes so that * effect and * effect cannot influence study findings.