

Contents

Preface	v
Chapter 1: Developing Your Research Idea	1
Developing Your Ideas	2
Refining Your Research Question	5
Generating Your Hypothesis	8
Figuring Out What Support for Your Hypothesis Would Look Like	10
Preparing for Your Written Paper	12
Chapter 2: Expanding Your Knowledge	15
Sources of Ideas	15
<i>Everyday Behaviors and Occurrences</i>	15
<i>Previous Research</i>	16
<i>Finding Sources That Present Possible Research Ideas</i>	17
PsycINFO—Finding Research That Psychologists Have Already Carried Out	20
Chapter 3: Acting Ethically in Your Research	25
Ethical Principles and Standards of the American Psychological Association	26
<i>General Principles</i>	27
<i>Ethical Standards</i>	27
Federal Regulations in the United States	27
<i>What Constitutes Research?</i>	30
<i>Understanding the Concept of Risk in Research</i>	33
<i>What Research Requires Prior Approval?</i>	33
Important Ethical Issues in Psychological Research	34
<i>Informed Consent</i>	35
<i>Deception</i>	35
<i>Debriefing</i>	36
Preparing for Evaluation by Your Institutional Review Board	36
Commonly Requested Information for IRB Proposals	37
<i>Description of the Project</i>	37
<i>Participants</i>	37
<i>Risks and Benefits of Participation</i>	38
<i>Anonymity and Confidentiality of Participation</i>	38

Chapter 4: Adapting and Developing Your Methodology	39
Making Use of Previous Research	39
Borrowing From Previous Research	43
<i>Multidimensional Sense of Humor Scale</i>	43
<i>Ambivalent Sexism Inventory and Ambivalence</i>	
<i>Toward Men Inventory</i>	45
<i>Measures of Personality and Social Psychology</i>	45
<i>Various Personality Characteristics</i>	45
Defining and Measuring Your Concepts and Constructs	47
Identifying Your Research Participants	49
<i>How Many Participants Do You Need?</i>	49
Do the Data Support Your Hypotheses?	
Planning for Your Data Analysis	51
<i>Comparing Means</i>	51
<i>Establishing Relations Between Variables</i>	53
Chapter 5: Your Results	55
Why Do We Use Statistics?	55
What Is Your Message?	56
Statistical Significance	62
Deciding Whether the Results Supported Your Hypothesis	64
Results Versus Interpretations	64
Chapter 6: Drawing Conclusions	67
Generating an Overall Statement About Support for	
Your Hypotheses	68
Showing How Your Results Relate to Previous Research	69
Conclusions and Speculation	72
Using Results to Plan Future Research	73
Using the Limitations in Previous Research to Move Ahead	74
Chapter 7: Writing a Research Report in APA Style	79
Introduction Section	81
<i>Establishing the Context of Your Study</i>	81
<i>Where Did the Ideas Come From?</i>	82
<i>Establishing Your Research Questions</i>	
<i>and Expectations</i>	83
Method Section	83
<i>Participants</i>	84
<i>Apparatus and Materials</i>	85
<i>Procedure</i>	86
<i>Design</i>	87
Results	87
Discussion	91
References	94

Appendix A: Creating a Poster Presentation	95
Setting Up the PowerPoint File	95
Suggestions for Poster Content	97
<i>Introduction</i>	97
<i>Method</i>	97
<i>Results</i>	98
<i>Discussion</i>	98
<i>References</i>	100
Appendix B: Using SPSS for Data Analysis	101
Steps in Conducting Data Analysis in SPSS	102
<i>Independent-Groups T Test</i>	102
<i>Dependent-Groups T Test</i>	104
<i>One-Way ANOVA</i>	104
<i>One-Way ANOVA With Repeated Measures</i>	110
<i>One-Way ANOVA With Repeated Measures With an Additional, Non-repeated Measures Variable</i>	112
<i>Pearson Product-Moment Correlation</i>	113
<i>Linear Regression</i>	113
References	117
Index	125
About the Author	132