# Motivating your science

PSYC 11: Laboratory in Psychological Science
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UNIQUE

JUST BECAUSE YOU ARE UNIQUE DOES NOT MEAN YOU ARE USEFUL

# Want help?

- Stats consultant: Jianjun Hua ([jianjun.hua@dartmouth.edu](mailto:jianjun.hua@dartmouth.edu))

- Data {wrangling, visualization, mining}, hypothesis testing, machine learning, modeling, stats implementation, R/Python/SAS/Stata/SPSS, interpreting results

# Pitch session lab

- We'll separate the class into 4 groups

- Each group's job is to come up with a science-related idea to "pitch" to the class

- On Wednesday you'll present your pitches (each pitch = 5 mins max + 10 mins discussion, max)

- Everyone will evaluate each group's pitches, and on Friday we'll dig into the data

- Idea: learn some effective approaches to getting people excited about scientific ideas

- Secretly, we'll be learning about "Introduction" sections of scientific articles

# What makes an idea "good" or "interesting"?

- People can relate to it

- People can see how it's useful

- The "logic" (e.g., re: how it works or why it's useful, etc.) is clear

- It's communicated in an entertaining or clever way

- It's "new" (ish)

- You trust it

- Etc.

# Leaders vs. ideas

- Good **leaders** can get other people to want to follow them

- Good **ideas** can motivate people to follow them too!

- Many of the properties that make a good leader also apply to good ideas
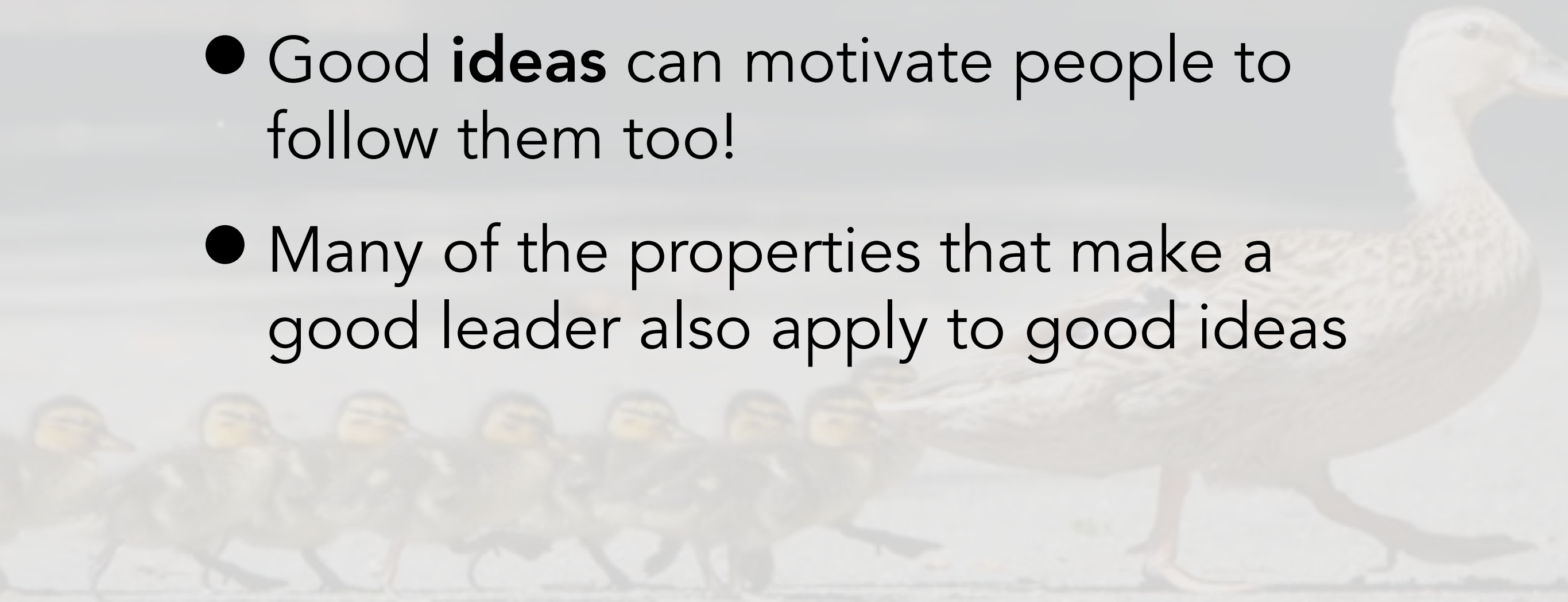
# Things to think about

- Times when someone changed your mind

- Arguments/approaches you find effective (i.e., they've worked on you, or you've used them on other people)

- Think of a scientific finding you learned about that has "stuck with you" — why do you think that was?

# Survival of the fittest

- Have each person in your group contribute to the "idea pool" by quickly outlining an idea (30 sec)

- After everyone has contributed, have each person weigh in about which idea they liked best. Discuss for a few minutes until some consensus is reached (narrow down to 1-3 ideas).

- Then repeat this process, iterating off of the current best ideas in each round. Repeat until the group converges on an idea you're all (mostly) happy with.

# Pitch lab (link)