

# Motivating your science

PSYC 11: Laboratory in Psychological Science

April 4, 2022

Jeremy Manning

[jeremy@dartmouth.edu](mailto:jeremy@dartmouth.edu)

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

# Want help?



# Pitch session lab

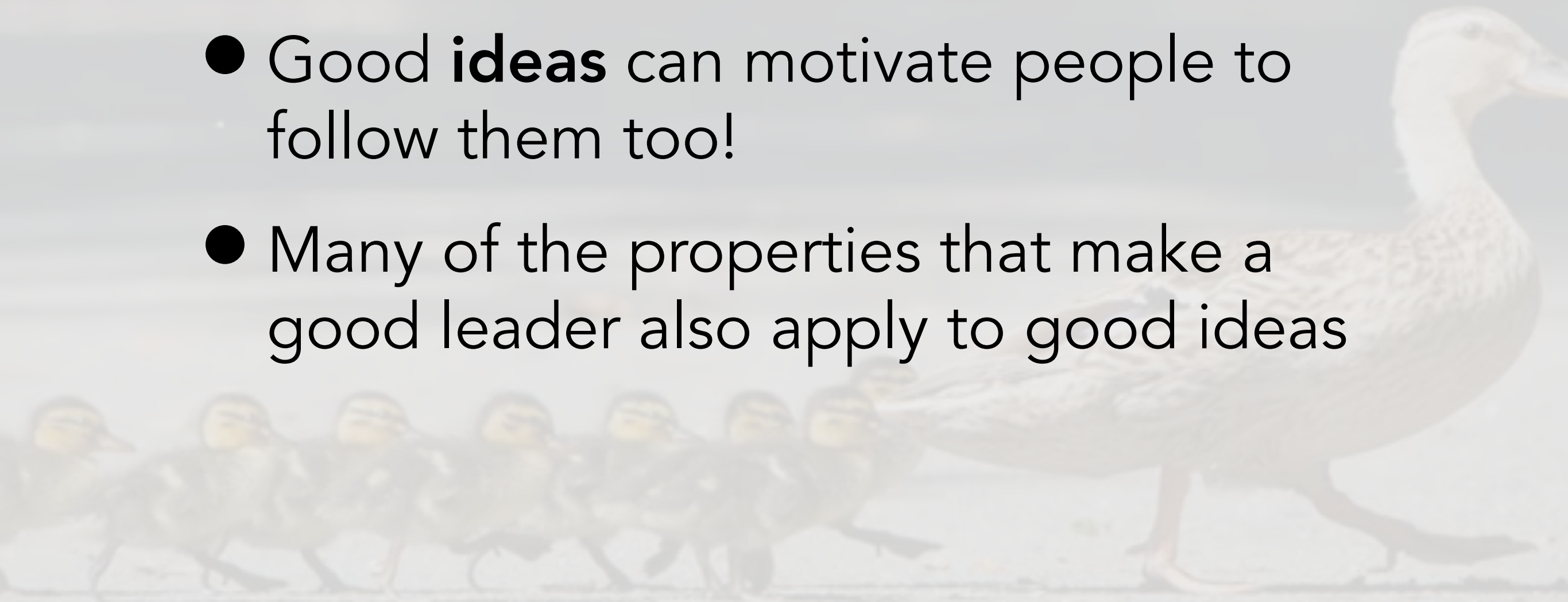
- We'll separate the class into 4 groups
- Each group's job is to come up with a science-related idea to "pitch" to the class
- On Wednesday you'll present your pitches (each pitch = 5 mins max + 10 mins discussion, max)
- Everyone will evaluate each group's pitches, and on Friday we'll dig into the 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)

