# Experimental design

## Ethic issue:

Minimize risk of harm

Obtain informed consent

Protect anonymity and confidentiality

## Independent variable VS. dependent variables

**IV:** input

**DV:** outcome

## Internal validity

The ability to determine that the effect we see on DV is cause by the manipulation of the IV. [the causality]

e.g. Selection bias.

## Field experiment

What is it?

What is the advantage of conducting an experiment in the field vs. a lab setting?

A more nature way, is actually happening.

🡪naturalism—lab experiments typically have more artificial settings, interventions, outcomes, etc.

## External validity

Ability to generalize the findings to a broader population or setting.

**Confederate**: people do not know you are an experimenter.

## Between-subject vs. within-subject

**Between subjects**: when we have different participants in the control and experimental groups.

Operational question

Sample

Intervene

Outcome

Naturalism

# Social norm

Why do we…?

Benefit

Rule

What everyone else is doing

What everyone else is not doing

## Conformity and culture

Conformity found even in individualistic cultures

Variations across other social dimensions

* Gender
* Culture
* Age

## Why we conform?

Avoid criticism, ridicule from others

Assume others are correct

To save face for ourselves and others

## What are social norms?

Behaviors that are collectively approved or disapproved

Learned through interactions or through observing each other’s attitudes or behaviors

Oriented towards other people

## Norms are enforced by sanctions

Positive: approval, inclusion

Negative: sanctions, disapproval, exclusion

Descriptive norms

Be changed by situational factors

Injunctive norms

Operative across all kinds of situation

“should”