**Data Science HW8 Total: 20 points Due: March 1st, 2019, NOON**

1. In your own words, specify the research question(s) (2 sentences or less each) for the **overall research article + Study 1**

* Overall: do speakers communicate better using spoken word compared to written word?
* Study 1: Would candidates be more likely to be hired when they gave speeches using spoken word compared to written word?

1. Include and explain IVs, DVs for **Study 1** [2]

* IV: pitch medium (written, spoken, video)
* DV:
  + From candidate: perception of positive reception of written speech, perception of positive reception of spoken speech, perception of hiring interest (written), candidate’s perception of hiring interest (spoken), number of times given
  + From evaluator:
    - Intellect measures: perceived candidate competence, perceived candidate thoughtfulness, perceived candidate intelligence,
    - General impression measures: candidate likeableness, overall impression of candidate (+), overall impression of candidate (-)
    - hiring likelihood

1. R section (please complete the following and **include your script and outputs\*\*** as in-line text below) *Mediation analysis: pgs.881-882*

*Note: per the article, make sure audio is coded as 1, and transcript as 0*

1. Reproduce all the regression values reported in Fig.2, make sure your output shows the mediation pathways (e.g. a, b, etc.) (don’t worry about the alphas for the mediators) [12]
2. Reproduce the regression output that tests the effect of condition on hiring likelihood before intellect and general impressions were included in the model [2]
3. Reproduce the 5,000 sample boot strap test for intellect and general impressions (don’t worry about the combined effect) [2]