PLSC 308: Introduction to Political Research

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February 2, 2016

A Better Ordering

Concepts $\rightarrow$ **Hypotheses** $\rightarrow$ **Variables**

I FOUND OUT THE REAL REASON WHY BLONDES HAVE MORE FUN

One ELLE editor undergoes a life-changing hair transformation.

GETTY

BY NOAH SILVERSTEIN OCT 6, 2015 443

My hair has never been my "thing." At best, it's been a nondescript cranial ornament, neither framing my large head nor taking on any sort of interesting, aesthetically pleasing form. Some say my blue eyes are my signature, or the strange set of beauty marks across my left cheek–I spin it as my one commonality with Cindy Crawford–but I've always longed to be one of those guys with a famously good head of hair. You know the ones: Brad Pitt (the Juliette Lewis years), Hugh Grant (*Four Weddings and a Funeral*), Kyle MacLachlan (*Twin Peaks*), Zac Efron (*High School Musicals 1-3*), Justin Bieber (any era, really). What these gentlemen have in common is not just their enviable hair, but an inherent power to positively influence people's opinion of them with a hereditary feature.

INTRODUCING
SWEATS
BY MACK WELDON

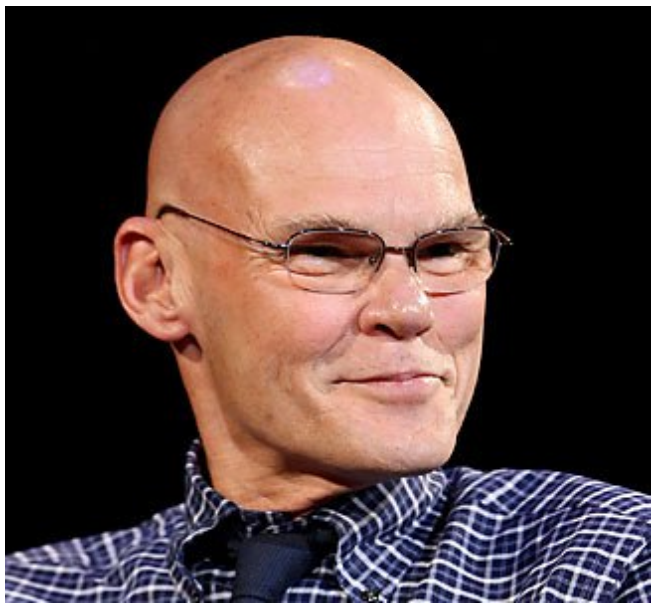
TRY IT NOW

Concepts: “Fun”

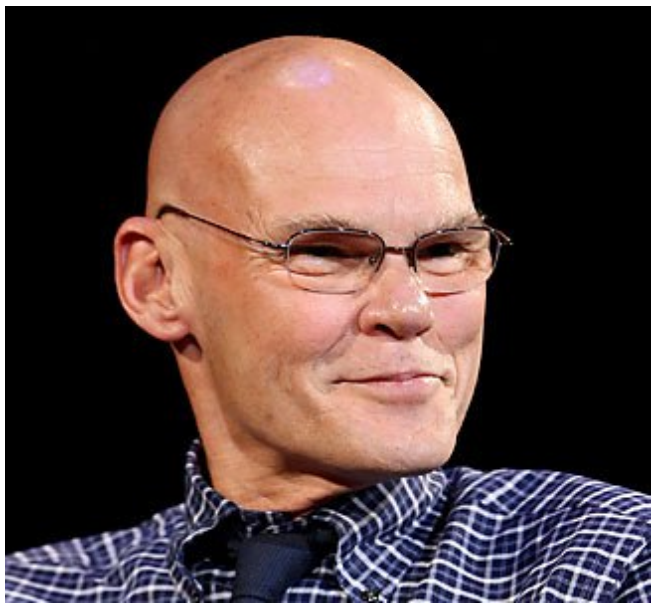
Concepts: “Fun”

Concepts: “Blonde”

Concepts: “Blonde”



Concepts: “Blonde”

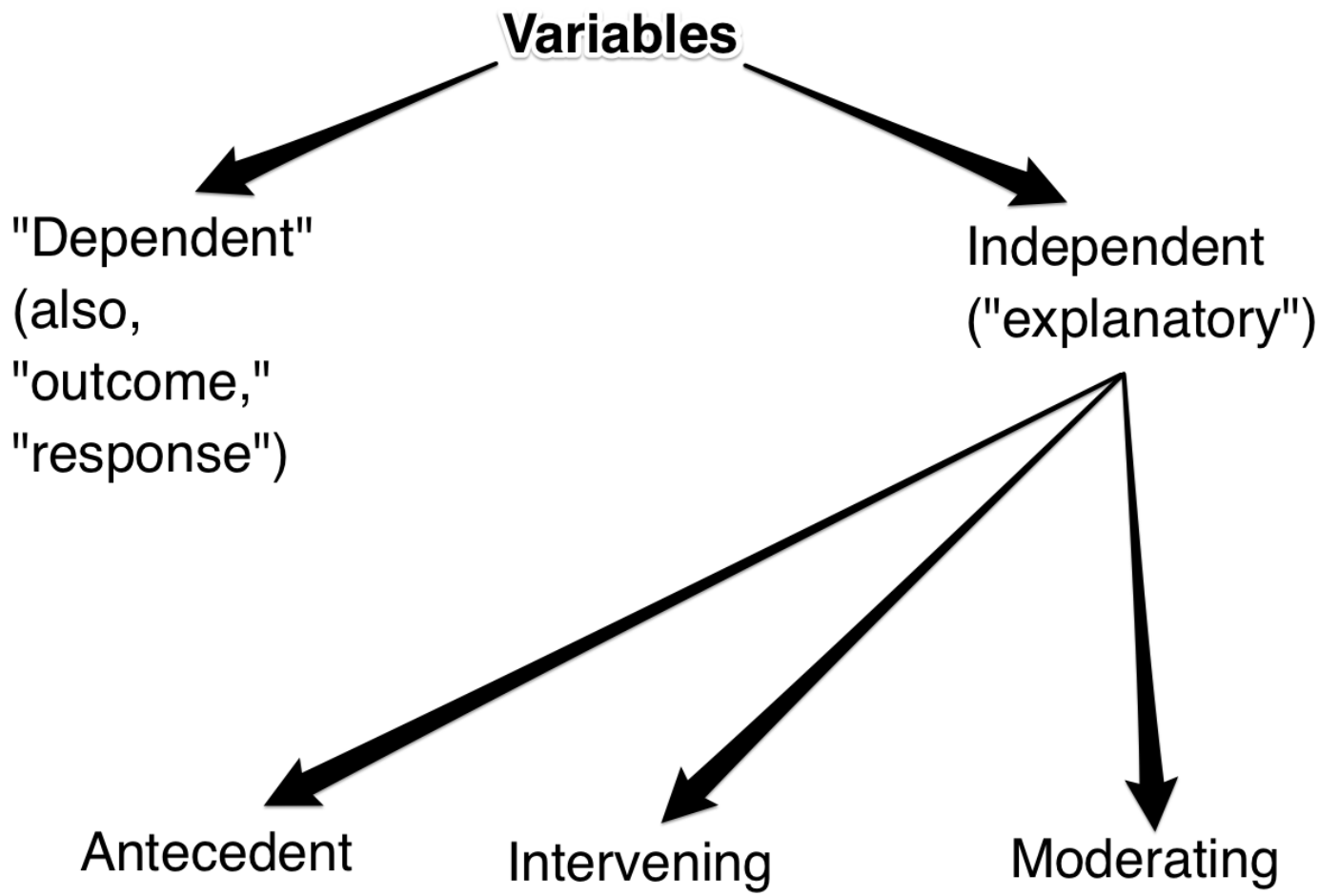


“Blondes have more fun.”

Hypotheses: Good and Bad

- Empirical
- Generality
- Plausibility
- Specificity
- "Design Correspondence"
- Testability

Variables

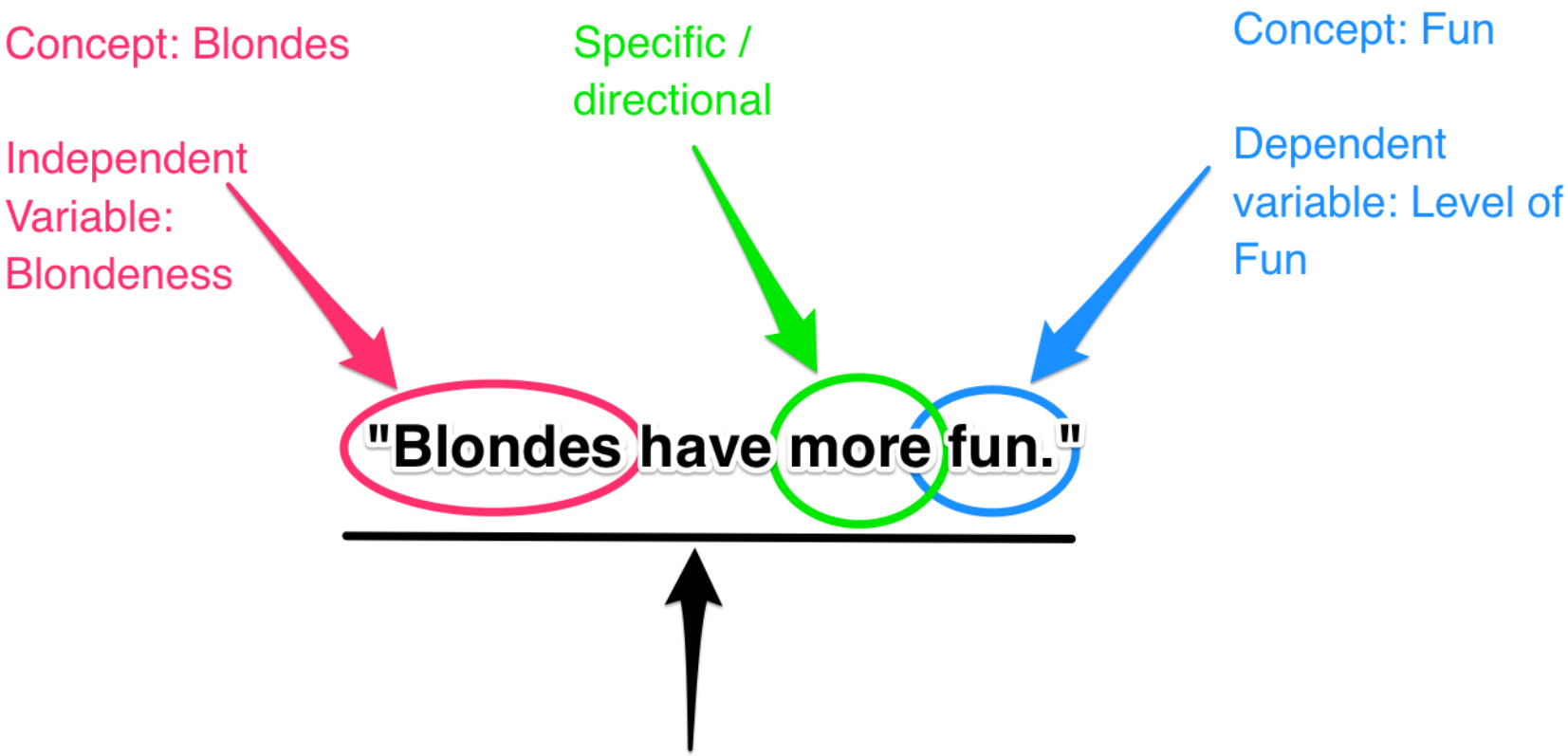

Variables
"Dependent"
(also,
"outcome,"
"response")
Independent
("explanatory")
Antecedent
Intervening
Moderating

$$\textbf{Blonde} \xrightarrow{+} \textbf{Fun}$$

"Arrow Diagrams"

$$\textbf{Blonde} \xrightarrow{+} \textbf{Fun}$$

$$\textbf{Blonde} \xrightarrow{+} \textbf{Relaxed Social Norms} \xrightarrow{+} \textbf{Fun}$$



Statement is empirical, general, plausible (?), specific, and testable...