

Application Exercise 1: Scientific studies in the press - KEY

Your name: _____

Write your responses in the spaces provided below. WRITE LEGIBLY and SHOW ALL WORK! Concise and coherent are best!

In this activity you will read media coverage of a study published in a peer reviewed journal, and answer a few of question about a study. It is possible that the article doesn't provide the relevant information to answer certain question(s). If so, refer to the original study (linked below). You do not need to read the entire paper, in fact, you are certainly not expected to understand all of it. Simply find the information that will help you answer the questions.

Media coverage:

Haters Are Gonna Hate, Study Confirms

By Katy Waldman

Published: August 28, 2013 on Slate

Link: <https://bit.ly/3tgDy7g>

Original study:

Hepler, J., & Albarracin, D. (2013). "Attitudes without objects: Evidence for a dispositional attitude, its measurement, and its consequences". *Journal of personality and social psychology*, 104(6), 1060.

Link: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3674219/pdf/nihms-454705.pdf>



1. What are the cases, i.e. observations?
200 men and women
2. What is (are) the response variable(s) in this study?
Attitude towards the microwave oven
3. What is (are) the explanatory variable(s) in this study?
Whether the participant is a hater or not
4. Does the study employ random sampling? How about random assignment?
Via Amazon's MTurk - self selected sample, no random assignment
5. Is this an observational study or an experiment? Explain your reasoning.
Observational, doesn't use random assignment
6. Can we establish a causal link between the explanatory and response variables?

No

7. Can the results of the study be generalized to the population at large?

No