Questions?

• Final
  – In class final on May 22nd from 10:30 to 12:30

• Paper review in class
  – Be ready to have a draft by May 1st
Ethics: The Stanford prison experiment

• Was it useful?
  “…that’s the most valuable kind of information that you can have - and that certainly a society needs it” (Zimbardo)

• Was it ethical?
  – Could we have gather this knowledge by other means?
Being fair with participants

• Testing is a distressing experience
  – Pressure to perform
  – Feeling of inadequacy
  – Looking like a fool in front of your peers, your boss,…

• Seek approval from the Institutional Review Board
  http://www.umresearch.umd.edu/IRB/

• Follow human participant protocols
  – Individual test results will be kept confidential
  – Users can stop the test at any time
  – Participants are aware (and understand) the monitoring technique
  – Their performance will have not direct implication on their life
  – Records will be made anonymous
Conducting the experiment

• **Before the experiment**
  – Have participants read and sign the consent form
  – Explain the goal of the experiment
    • *In a way accessible to users*
    • *Be careful about the demand characteristic*
    • *Answer questions*

• **During the experiment**
  – Stay neutral
    • *Never indicate displeasure with participants performance*

• **After the experiment**
  – Debrief participants
    • *Inform participants about the goal of the experiment*
  – Answer any questions they have
Managing subjects

• Don’t waste participants time
  – Use pilot tests to debug experiments, questionnaires, etc…
  – Have everything ready before participants show up

• Make participants comfortable
  – Keep a relaxed atmosphere
  – Allow for breaks
  – Pace tasks correctly
  – Stop the test if it becomes too unpleasant
Dealing with demand characteristic

• Limiting DC effects
  – Automated settings
  – (Double) Blind settings
  – Multiple experimenters settings

• Detecting DC
  – Post-experiment questioning
  – Non-Experiments
  – Simulation control groups
Being fair with Science

• Dirty tricks
  – Fabricating
  – Falsifying

• Questionable tricks
  – Poor experimental design
  – Poor data collection
  – Poor data analysis
  – Misleading data presentation

• Neat tricks
  – Focusing on what conveys the most information
    • But be sure to do your homework!
  – Reorganizing
  – Reformulating
Reading for next class

• Doing Psychology Experiments
  – Ch 7, 8
    • Be prepared to explain how these ideas can be applied to your project