

ADVANCED RESEARCH TECHNIQUES IN SOCIAL-PERSONALITY PSYCHOLOGY

SOP 6219C Section 3820

Wednesdays 12:50–3:50 p.m. (Periods 6–8)

105 (NW 16th St.) Classroom Building (CBD) Room 216

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PURPOSE, DESCRIPTION, AND POLICIES

Research methods are the backbone of psychological science. The purpose of this course is to expose you to a variety of advanced research techniques in social-personality psychology. The material you will learn in this course will allow you to design, implement, analyze, and critically evaluate psychological scientific research. The format of the course will be a seminar that will rely on interactive discussion of the material. Each student will be responsible for leading a classroom discussion for two weeks of assigned reading material. In addition, each student will e-mail the instructor one discussion question for each reading by 10 a.m. each Wednesday prior to class (write "Methods2010" in the subject line). The instructor will select a few of these questions to facilitate classroom discussion on each reading. We will engage in three collaborative classroom projects. First, we will collect some survey data from each other on a weekly basis; this will give us some data to use for testing some of the new analytic techniques we will learn. Second, we will develop a new self-report measure. Third, you will each conduct an independent meta-analysis on a topic of our choosing; this may result in a coauthored manuscript that may be submitted for publication. Students will uphold the University of Florida Honor Code in all aspects of this course. Students requesting classroom accommodation must first register with the Dean of Students Office, which will then provide documentation to the student, who will then give this documentation to the Instructor when requesting accommodation.

BOOKS

Reis, H. T., & Judd, C. M. (Eds.). (2000). *Handbook of research methods in social and personality psychology*. New York: Cambridge University Press. [≈\$29]

Robins, R. W., Fraley, R. C., & Krueger, R. F. (Eds.). (2007). *Handbook of research methods in personality psychology*. New York: Guildford. [≈\$42]

GRADING

Item	Number	Points	Total	Percentage
Weekly discussion questions	52	2	104	52
Classroom participation	14	1	14	7
Discussion leader	2	6	12	6
Take-home exam	1	30	30	15
Meta-analysis paper	1	40	40	20
Grand total			200	100

SCHEDULE

Week	Date	Topic	Presenter
1	Jan. 6	Introductions, Expectations, and Assignments	
2	Jan. 13	Research Design: General Issues	Brian
3	Jan. 20	Research Design: Specific Issues	Laura
4	Jan. 27	NO CLASS (SPSP Conference)	
5	Feb. 3	Measurement: General Issues	Brian/Megan
6	Feb. 10	Measurement: Specific Issues	Tatiana
7	Feb. 17	Data Analysis	Jenny
8	Feb. 24	Mediation, Moderation, and Adjustment	Corinne
9	Mar. 3	Meta-Analysis	Laura
10	Mar. 10	NO CLASS (Spring Break)	
11	Mar. 17	Multivariate Methods	Corinne
12	Mar. 24	Longitudinal Methods	Tatiana
13	Mar. 31	CLASS BEGINS at 1:55: Social Cognitive Methods	Bonnie
14	Apr. 7	Dyads, Small Groups, and Social Networks	Megan
15	Apr. 14	New Methods for the 21 st Century	Jenny
16	Apr. 21	Median Splits, Reporting Results, and Scientific Bias	Bonnie
17	Apr. 27	Meta-Analysis & Take-Home Exam Due: 2:30 p.m.	

READINGS (All journal articles can be downloaded from UF library or course website.)

Jan. 13: Research Design: General Issues (94 pages)

Smith, E. R. (2000). Research design. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 17-39). New York: Cambridge University Press.

West, S. G. Biesanz, J. C., & Pitts, S. C. (2000). Causal inference and generalization in field settings: Experimental and quasi-experimental designs. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 40-84). New York: Cambridge University Press.

Revelle, W. (2007). Experimental approaches to the study of personality. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 37-61). New York: Guilford.

Jan. 20: Research Design: Specific Issues (48 pages)

Cohen, J. (1992). A power primer. *Psychological Bulletin*, 112, 155-159.

McClelland, G. H. (1997). Optimal design in psychological research. *Psychological Methods*, 2, 3-19.

Wells, G. L., & Windschitl, P. D. (1999). Stimulus sampling and social psychological experimentation. *Personality and Social Psychology Bulletin*, 25, 1115-1125.

Preacher, K. J., Rucker, D. D., MacCallum, R. C., & Nicewander, W. A. (2005). Use of the extreme groups approach: A critical reexamination and new recommendations. *Psychological Methods*, 10, 178-192.

Feb. 3: Measurement: General Issues (99 pages)

Visser, P. S., Krosnick, J. A., & Lavrakas, P. J. (2000). Survey research. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 223-252). New York: Cambridge University Press.

Paulhus, D. L., & Vazire, S. (2007). The self-report method. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 224-239). New York: Guilford.

Simms, L. J., & Watson, D. (2007). The construct validation approach to personality scale construction. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 240-258). New York: Guilford.

John, O. P., & Soto, C. J. (2007). The importance of being valid: Reliability and the process of construct validation. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 461-494). New York: Guilford.

Feb. 10: Measurement: Specific Issues (75 pages)

Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological Bulletin*, *56*, 81-105.

Heise, D. R. (1969). Separating reliability and stability in test-retest correlation. *American Sociological Review*, *34*, 93-101.

Schmitt, N. (1996). Uses and abuses of coefficient alpha. *Psychological Assessment*, *8*, 350-353. [Taken from a special section on what every psychologist should know about assessment.]

Cunningham, W. A., Preacher, K. J., & Banaji, M. R. (2001). Implicit attitude measures: Consistency, stability, and convergent validity. *Psychological Science*, *12*, 163-170.

Morizot, J., Ainsworth, A. T., & Reise, S. P. (2007). Toward modern psychometrics: Application of item response theory models in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 573-601). New York: Guilford.

Feb. 17: Data Analysis (71 pages)

Judd, C. M. (2000). Everyday data analysis in social psychology: Comparisons of linear models. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 370-392). New York: Cambridge University Press.

McClelland, G. H. (2000). Nasty data: Unruly, ill-mannered observations can ruin your analysis. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 393-411). New York: Cambridge University Press.

West, S. G., Aiken, L. S., Wu, W., & Taylor, A. B. (2007). Multiple regression: Applications of the basics and beyond in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 573-601). New York: Guilford.

Feb. 24: Mediation, Moderation, and Adjustment (59 pages)

Chaplin, W. F. (2007). Moderator and mediator analysis in personality research: A basic introduction. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 602-632). New York: Guilford.

MacKinnon, D. P., Krull, J. L., & Lockwood, C. M. (2000). Equivalence of the mediation, confounding and suppression effect. *Prevention Science* 1, 173-181.

Muller, D., Judd, C. M., Yzerbyt, V. Y. (2005). When moderation is mediated and mediation is moderated. *Journal of Personality and Social Psychology*, 89, 852-862.

Yzerbyt, V. Y., Muller, D., & Judd, C. M. (2004). Adjusting researchers' approach to adjustment: On the use of covariates when testing interactions. *Journal of Experimental Social Psychology*, 40, 424-431.

Mar. 3: Meta-Analysis (≈80 pages)

Johnson, B. T., & Eagly, A. H. (2000). Quantitative synthesis of social psychological research. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 496-528). New York: Cambridge University Press.

Roberts, B. W., Kuncel, N. R., Viechtbauer, W., & Bogg, T. (2007). Meta-analysis in personality psychology: A primer. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 652-672). New York: Guilford.

Cooper, H. (2010). Step 5: Analyzing and integrating the outcomes of studies. In *Research synthesis and meta-analysis: A step-by-step approach* (4th ed., pp. 145-196). Thousand Oaks, CA: Sage.

Mar. 17: Multivariate Methods (58 pages)

Lee, K., & Ashton, M. C. (2007). Factor analysis in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 424-443). New York: Guilford.

Hoyle, R. H. (2007). Applications of structural equation modeling in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 444-460). New York: Guilford.

Nezlek, J. B. (2007). Multilevel modeling in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 502-522). New York: Guilford.

Mar. 24: Longitudinal Methods (68 pages)

Collins, L. M., & Sayer, A. G. (2000). Modeling growth and change processes: Design, measurement, and analysis for research in social psychology. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 478-495). New York: Cambridge University Press.

Donnellan, B. M., & Conger, R. D. (2007). Designing and implementing longitudinal studies. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 21-36). New York: Guilford.

Fleeson, W. (2007). Studying personality processes: Explaining change in between-persons longitudinal and within-person multilevel models. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 523-542). New York: Guilford.

Mroczek, D. K. (2007). The analysis of longitudinal data in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 543-556). New York: Guilford.

Mar. 31: Social Cognitive Methods (≈81 pages)

Bargh, J. A., & Chartrand, T. (2000). The mind in the middle: A practical guide to priming and automaticity research. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 253-285). New York: Cambridge University Press.

Robinson, M. D. (2007). Lives lived in milliseconds: Using cognitive methods in personality research. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 345-359). New York: Guilford.

Martin, W. W., & Rovira, M. (1981). Signal detection theory. *Personality and Social Psychology Bulletin*, 7, 232-239.

Stanislaw, H., & Todorov, N. (1999). Calculation of signal detection theory measures. *Behavior Research Methods, Instruments, & Computers*, 31, 137-149.

Correll, J., Park, B., Wittenbrink, B., & Judd, C. M. (2002). The police officer's dilemma: Using ethnicity to disambiguate potentially threatening individuals. *Journal of Personality and Social Psychology*, 83, 1314-1329.

Apr. 7: Dyads, Small Groups, and Social Networks (≈83 pages)

Kashy, D. A., & Kenny, D. A. (2000). The analysis of data from dyads and groups. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 451-477). New York: Cambridge University Press.

Kerr, N. L., Arnoff, J., & Messé, L. A. (2000). Methods of small group research. In H. T. Reis & C. M. Judd (Eds.), *Handbook of research methods in social and personality psychology* (pp. 160-189). New York: Cambridge University Press.

Kenny, D. A., Kashy, D. A., & Cook, W. C. (2006). Social network analysis. In *Dyadic data analysis* (pp. 296-316). New York: Guilford.

Cacioppo, J. T., Fowler, J. H., & Christakis, N. A. (2009). Alone in the crowd: The structure and spread of loneliness in a large social network. *Journal of Personality and Social Psychology*, 97, 977-991.

Apr. 14: New Methods for the 21st Century (86 pages)

Fraley, R. C. (2007). Using the Internet for personality research: What can be done, how to do it, and some concerns. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 130-148). New York: Guilford.

- Cramer, P. (2007). Mining archival data. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 114-129). New York: Guilford.
- Conner, T. S., Barrett, L. F., Tugade, M. M., & Tenne, H. (2007). Idiographic personality: The theory and practice of experience sampling. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 79-96). New York: Guilford.
- Krueger, R. F., & Tackett, J. L. (2007). Behavior genetic designs. In R. W. Robins, R. C. Fraley, & R. F. Krueger (Eds.), *Handbook of research methods in personality psychology* (pp. 62-78). New York: Guilford.
- Fraley, R. C., Brumbaugh, C. C., Marks, M. J. (2005). The evolution and function of adult attachment: A comparative and phylogenetic analysis. *Journal of Personality and Social Psychology*, 89, 731-746.
- Apr. 21: Main Effects, Interactions, Median Splits, and Reporting Results, (≈59 pages)
- Brauer, M., & Judd, C. M. (2000). Defining variable in relationship to other variables: When interactions suddenly turn out to be main effects. *Journal of Experimental Social Psychology*, 36, 410-424.
- MacCallum, R. C., Zhang, S., Preacher, K. J., Rucker, D. D. (2002). On the practice of dichotomization of quantitative variables. *Psychological Methods*, 7, 19-40.
- McClelland, G. H., & Judd, C. M. (1993). Statistical difficulties of detecting interactions and moderator effects. *Psychological Bulletin*, 114, 376-390.
- Kashy, D. A., Donnellan, M. B., Ackerman, R. A., & Russell, D. W. (2009). Reporting and interpreting research in *PSPB*: Practices, principles, and pragmatics. *Personality and Social Psychology Bulletin*, 35, 1131-1142.12

Appendix: <http://fun-research.netfirms.com/pspb/appendix.pdf>