

Example answers

1. To investigate the effect of an audience on emergency helping in men.
2. PPs will take significantly longer to help a person in distress when there are no other people present than when there are other people present.
3. This hypothesis is directional because it specifies which group will take longer/shorter times to help.
4. 'The chance of appearing heroic' was operationalised as the presence (or absence) of an audience of attractive young women.
5. 'Stopping to help' might have been operationalised as the PP stopping walking, looking directly at the confederate victim and doing any action whose aim was to either ascertain the nature of the victim's distress (e.g. asking if he was OK) or alleviate the victim's distress (e.g. giving first aid or phoning for an ambulance).
6. The DV was the time in seconds between the confederate collapsing and the PP giving help (or not, designated as 50s elapsed with no help).
7. Independent measures.
8. PPs were used in this investigation with no informed consent. The researchers could have approached them after the procedure was complete and attempted to obtain consent retrospectively whilst giving the PPs the option to withdraw their data from the study.
9. The time of day when the experiment was conducted might affect the PPs' willingness to help the victim. At night, for example, PPs might be generally less inclined to stop to help someone in a subway
10. The researchers used an opportunity sample. This sample was unlikely to be representative of men generally as it consisted only of those who frequented that particular location and who were inclined to use the subway when alone.
11. A frequency histogram. 'Time between emergency onset and help with and without an audience'.
12. When there was no audience present PPs took longer to stop and help and there was more variation within the sample than in the audience condition. This suggests that the presence of an audience does have an effect on helping behaviour, but not to the same extent for all PPs
13. The samples are rather skewed, especially in the 'no audience' condition where there is a large number (10/20) of maximum scores. This makes the mean an unsuitable measure of central tendency. It would have been less misleading to report the modal value.
14. This was necessary in order to establish whether the difference in times between the conditions was likely to have been caused by chance. Eliminating this possibility would allow the researchers to conclude more confidently that their IV had an effect on the DV.
15. When looking for a significant difference between two samples, where a repeated measures design has been used, the data are at least at interval level and parametric assumptions have been satisfied.
16. There is less than a 1 in 100 probability that the difference between the two sets of times was caused by chance.
17. The researchers used a related t test but their experiment used an independent measures design, which gives unrelated data. It would have been more appropriate to use an unrelated t test.
18. The researchers could treat the data as ordinal level and use a Mann-Whitney U test instead, although it might be more honest to convert the data to nominal (by classifying each measurement as 'helped/didn't help') and analysing using a Chi squared test of association.
19. The fact that the samples were so skewed suggests that the variable being measured is not normally distributed in the population. This violates parametric assumptions.