**Psych Labs: Impression Formation Experiment — Report Instructions**

* Before you begin writing your report, you should read the summary of Hamilton and Gifford’s research in the background information handout, as well as the material on attribution and prejudice from your textbook.
* Your lab report should follow the outline below. Use the numbered headings below to identify each section of your report. Draw your graphs on the data sheet/graph page handed out in class. Be sure to include your own data sheet/ graph page with your report. The points available for each question are listed after the question. There are **15 points** possible.
* Type your report (single-spaced, using a 12-point font and 1-inch margins). Do not use a title page, but put your name and course section at the top of the first page, along with the title "Psych Lab – Experiment on Impression Formation." Staple your paper, but do not put it in a notebook or folder.

**1. Introduction.** Define the concept of “attribution” and describe how it influences the formation of your attitudes toward other people. Our experiment involved *impression formation*—that is, the process of forming attitudes toward other people based on some limited information about them. Every experiment involves at least one independent variable (a variable that gets manipulated) and at least one dependent variable (a variable that gets measured). Name and describe the independent variable(s) and dependent variable(s) in this experiment and explain why each of them is an independent or dependent variable. Identify the main independent variable, and based on the readings mentioned above, state a clear hypothesis for the influence of this independent variable on the dependent variable(s). *(3 points)*

**2. Method.** Describe the participants in this study (e.g., number, age group, gender, special characteristics). Describe the procedures used in this experiment, including the method used to present information about the individuals in Group A and Group B, and the way that responses were collected from the participants. *(3 points)*

**3. Results.** Plot the pooled results for the entire group of students who participated in this experiment as bar graphs on your data sheet. Describe the pooled results, including any statistical tests that were performed on the pooled results.Plot your own results as bar graphs on your data sheet. Compare your own individual results to the pooled results. Describe how your own results are similar to or different from the pooled results. *(4 points)* ***Be sure to attach your data sheet/graph page to your typed lab report!***

**4. Discussion.** Explain what the pooled results tell us about the impressions formed about Group A and Group B, and about the females and males in those groups. Did the results support your hypothesis? Comment on any aspects of the results that you found surprising or especially interesting. Compare the pooled results (and your results) to the results from Hamilton and Gifford (1976). Try to explain any differences in the pattern of results. Look for connections between our experiment and the textbook material on prejudice. Comment on the role that *stereotyping* and the *availability heuristic* may have played in our experiment. *(4 points)*

**5. Personal Reaction.** Comment on this lab exercise. Did you enjoy it? Do you think you understood the main points? Did the exercise help you understand the difference between an experiment and the other types of research methods used in psychology? (Explain this distinction.) Did the lab exercise help you understand the process of impression formation and the concept of attribution? Did the lab exercise help you understand one way that stereotypes are formed about minority groups? *(1 point)*