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

***Student \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Section \_\_\_\_\_\_\_\_\_\_\_\_***

1a. **Introduction: Concepts.** Briefly introduce the topic of *attribution* and describe how it influences *impression formation* – the formation of your attitudes toward other people based on limited information. Based on the background readings, describe the purpose of this experiment.

1b. **Introduction: Variables and Hypotheses.** Every experiment involves at least one independent variable (a variable that gets manipulated) and at least one dependent variable (a variable that gets measured). In this experiment the main independent variable was “Group Size” (large=majority vs. small=minority), manipulated so that Group A had 18 members and Group B had 9 members. Explain why the “Type of Behavior” (desirable vs. undesirable) was not considered an independent variable. In this experiment the main dependent variables were “Overall Impression” of each group, and “Estimated Frequency of Behaviors” (desirable and undesirable) by each group. Based on the background readings, state the two main hypotheses of this experiment as testable predictions about the impact of the main independent variable on each of the two main dependent variables.

2a. **Method: Participants.** Briefly describe the participants in this experiment, including number of participants, gender ratio, and age group.

2b. **Method: Procedure.** Briefly describe the procedures this experiment used to present information about the individuals in Group A and Group B, and the way that responses were collected from the participants. *Hint: if necessary, go back through the experiment again (setting Course Section to 0) to help you remember the procedure.*

3a. **Results: Group Size.** Using the statistical analysis from the pooled data, describe the effect of group size on participants’ ratings of their overall impression of each group. Include the mean impression rating for each group, as well as the *t-value* and *p-value* from the *t-test*. Then describe the effect of group size on participants’ estimates of the frequency of desirable and undesirable behaviors. Include the mean frequency estimates (desirable behaviors and undesirable behaviors) for each group, as well as the *t-value* and *p-value* from the *t-tests*.

3b. **Results: Gender of Group Member.** A secondary independent variable was the apparent gender of each group member (based on the name of the member). Some research has shown that there is a “halo effect” for females, in that people generally expect females to engage in fewer aggressive and hostile behaviors than males. Using the statistical analysis from the pooled data, describe the effect of group member gender on overall impression ratings. Include the mean impression rating for each gender, as well as the *t-value* and *p-value* from the *t-test*. Then describe the effect of group member gender on participants’ estimates of the frequency of desirable and undesirable behaviors. Include the mean frequency estimates (desirable behaviors and undesirable behaviors) for each gender, as well as the *t-value* and *p-value* from the *t-tests.*

4a. **Discussion: Comparison with Previous Research.** Briefly restate the main findings from this experiment. Did the pooled results support the main hypotheses you stated above? Compare our pooled results to the Hamilton and Gifford results. Do both studies show the same basic pattern of results? Did our results show a “halo effect” for female group members?

4b. **Discussion: Comparison with Individual Results.** Overall, how similar were your own individual results to the pooled results? Describe how your results are similar or different from the pooled results. Be sure to attach your own individual Data Sheet!

4c. **Discussion: Implications.** In your own words, what do these results tell us about the way that negative stereotypes are formed about minority groups?