RESEARCH PROJECT IDEAS
CHAPTER 1

1. Locate a newspaper or magazine article that reports a behavioral science research project.
   a. Determine whether the project is a descriptive, a correlational, or an experimental research design.
   b. What variables are measured in the research?
   c. Is the research applied or basic in orientation?
   d. What are the most important findings of the research?
   e. What do you perceive as potential limitations of the research?

2. Consider whether each of the following research reports seems to describe an applied or a basic research project, and explain why:
   - An experimental analysis of the impact of contingent reinforcement on salespersons’ performance behavior
   - The theory of crystallized and fluid intelligence
   - The effect of prison crowding on inmate behavior
   - The role of schemata in memory for places
   - Neonatal imitation

3. Create predictions about the relationships between behavioral variables that interest you. For each relationship that you develop, indicate how the prediction could be tested using a descriptive, a correlational, and/or an experimental research design. What would be the advantages and disadvantages of studying the relationship using each of the different designs?