

Understand These Terms

- **Abscissa** (horizontal axis, where the IV goes), **Ordinate** (vertical axis, where the DV goes)
- **Conceptual Definition**
 - The idea behind what the experimenter intends to manipulate (IV) and measure (DV)
- **Operational Definition**
 - The precise way in which the IV and DVs are manipulated and measured (like a recipe, so others can evaluate and replicate).
- **Confound**
 - Unintentional error by experimenter. While manipulating one variable, is also manipulating another at the same time, thus making it impossible to isolate cause

In The News Today



What Questions Should You Be Asking When Reading Such a Claim?

- Is there a control group?
 - How do non-college students fare?
 - Is 45% after two years, and 36% after four years a lot? Compared to what?
- Did this study undergo stringent peer review?
 - Published in book, not journal article? The procedures in the study may be flawed, but the authors bypassed peer review.
