37. Factorial Design Exercise

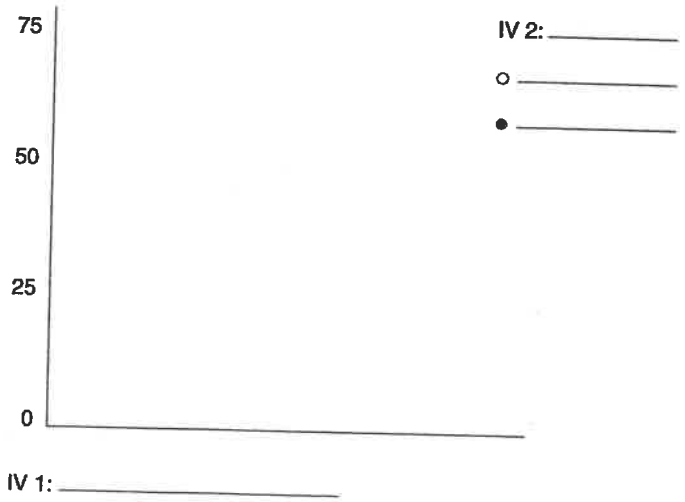
1. Consider the following data from a factorial-design experiment. The DV was "% of participants who offered help to a stranger in distress."

	Gender of Stranger	
Number of Bystanders	*Male*	*Female*
0	30	90
10	10	50

a. What is the design of this study (e.g., 2 × 2, 2 × 3, etc.)?

b. List the independent variables of this study, and list the levels of each.

c. Sketch a graph of the results of the study. Fill in the names and levels of the IVs.



d. Main effects

- On the average, how does the number of bystanders affect helping?

- On the average, how does the gender of the stranger in need affect helping?

e. Do the graphed data suggest the presence of an interaction effect? If so, describe it.