**Video Title:** The Laboratory Experiment in Social Psychology

**Video URL:** <https://www.youtube.com/watch?v=VN0z0Y1q4-E>

**Run Time:** 7:54

**Source:** The Open University/YouTube

**Closed Caption Available:** Yes

As presented in Chapter 1, social psychologists use research to learn about social behavior and the factors that control it. One type of research used by social psychologists is the experiment in which independent variables are manipulated and resulting changes in behavior are measured via the dependent variable. Experimental research can be conducted in the participant’s natural environment (the field) or a laboratory. This video explores laboratory research in social psychology. As you watch the video, answer the following questions:

1. Why are experiments important in social psychology?

2. What are some of the reasons why laboratory experiments are done in social psychology?

3. In the experiment depicted in the video, what was the independent variable and what were the different conditions (levels) of the independent variable?

4. In the experiment depicted in the video, what were the dependent variables, and how were they measured?

5. What is debriefing and why is it used?

6. How do you think you would have responded to the different conditions of the experiment (and why)?