**“What Would You Do?”**

Instructions: Go to <http://abcnews.go.com/watch/what-would-you-do/SH5555951> and watch at least two “What Would You Do” segments (not full episodes, but segments within an episode). (If you have problems with this web site, you can also find segments from the show on YouTube.) Then answer the following questions.

1. Briefly describe what happened in each segment.

Segment 1:

Segment 2:

2. Based on what you read in Chapter 1 about the research methodology typically employed in social psychological research, how do you think the “social experiments” depicted in this television show differ from research that is conducted in social psychology? How do you think they are similar? List at least 2 ways in which the social experiments on this television show differed from social psychological research and at least 2 ways in which they are similar to social psychological research. Be as specific as possible in your description, basing your answer on what you have read in Chapter 1 about research in social psychology.

3. Both research in social psychology and the social experiments in the television show employed deception. According to APA guidelines, deception can be used in research when 1) there is no other way to study the phenomenon of interest without compromising the adequacy and integrity of the data collected, 2) participants are thoroughly debriefed before leaving the study, and 3) the study been approved by the institution's IRB. What are your feelings on deception in research? Do you think it is okay to use, as long as these guidelines are followed? Why or why not?

4. Within social psychology, there has long existed a debate about what constitutes deception in research. Some researchers say that withholding information (e.g., a participant completes a questionnaire, but is not told what that questionnaire is assessing) is deception. Other researchers say that withholding information is not deception, but that misleading participants (e.g., participant is told the study is about one thing when it is really about another or participant is given false feedback by an experimenter) is deception. What is your opinion? Do both descriptions constitute deception? What do you think deception is?