

Chapter 15

1. A psychologist was interested in whether there was a gender difference in the use of email. She hypothesized that because women are generally better communicators than men, they would spend longer using email than their male counterparts. To test this hypothesis, the researcher sat by the email computers in her research methods laboratory and when someone started using email, she noted whether they were male or female and then timed how long they spent using email (in minutes). How should she analyse the differences in males and females?
 - a. Paired t -test.
 - b. Wilcoxon rank-sum test.*
 - c. Wilcoxon signed-rank test.
 - d. Independent t -test.

2. A researcher measured people's physiological reactions to horror films. He split the data into two groups: males and females. The resulting data were significantly skewed and men and women had equal variances. What test should be used to analyse the data?
 - a. Independent t -test.
 - b. Dependent (related) t -test.
 - c. Wilcoxon rank-sum test.*
 - d. Wilcoxon signed-rank test.

3. A researcher measured people's physiological reactions while watching horror films and compared them to when watching erotic films and a documentary about wildlife. Different people viewed each type of film. The resulting data were skewed. What test should be used to analyse the data?
 - a. Independent analysis of variance.
 - b. Repeated measures analysis of variance.
 - c. Kruskal–Wallis test.*
 - d. Friedman's ANOVA.