

**Assignment #3: The problem with/value of an experiment**  
**Due Date: September 16, 2008**

**Goal for this assignment: consider the advantages and disadvantages of various research methodologies, focusing on the experimental approach.**

For this assignment you must:

- 1) Read and understand the points made in Mook (1983). In defense of external invalidity. *American Psychologist*, 38, 379-387.
- 2) In the light of Mook (1983) and other material discussed in class (a) critically evaluate the claim that the experiment you summarized in Assignment #2 is “artificial” and does not tell us anything about the real world, and (b) explain how the experiment you summarized in Assignment #2 is indeed valuable.

Your paper should be typed, with 1-inch margins all around, and 12 point font size. You are welcome (and encouraged) to submit your answer via e-mail instead of handing in a paper copy; electronic copies/attachments should be saved in RICH-TEXT-FORMAT only. Your full name and your KUID should appear in a header, or at the top of each page you submit.

Your paper should include a correctly formatted reference to the article you used for Assignment #2 at the top of your paper. The reference should take the following form:

Last name of Author(s) and their initials. (year the journal was published). Title of the article.  
Title of the Journal, Issue number of the journal, page numbers of the article.

Here is an example of how the reference should appear:

Vitevitch, M.S. & Stamer, M.K. (2006). The curious case of competition in Spanish speech production. *Language & Cognitive Processes*, 21, 760-770.