



Psychology

Improving an Experience

Leveled Assessment ____/4

Name:

Section:

Score: ____/5

Directions: You will be designing and conducting an observational experiment dealing with how to better improve the experience for guests at a local establishment. This could be a sporting event, restaurant, theme park, mall, zoo, etc.. The goal will be to observe what types of emotions are expressed, and how

to suppress negative emotions while focusing on how to increase positive emotions.

Step 1: Form your Hypothesis

Guiding Question – What positive emotions and what negative emotions do you think you will observe at the establishment? What events/stimuli do you think will trigger positive emotions and what events/stimuli do you think will trigger negative emotions?

Step 2: Plan your observations

Guiding Question – What types of transactions/events would you need to observe in order to collect data on observable emotional reactions to different stimuli and events? Explain the three events/stimuli you would like to observe and what emotions you believe you will witness at/during each one. You must have at least one that is aimed at observing some type of negative reaction (fear, sadness, anger, etc...)

a.

b.

c.

Step 3: Collect Your Data

Guiding Question – Go observe your three events/stimuli and record at least three different emotional reactions to each one. Next to the number record which event or stimuli you are observing, and then next to the letters write down the three observed reactions.

1.

a.

b.

c.

2.
 - a.
 - b.
 - c.
3.
 - a.
 - b.
 - c.

Step 4: Analyze Your Data

Guiding Question – Write up a brief paragraph summarizing your data and what you observed at each stimuli/event. Compare it to your hypothesis and what you thought would happen. Did your hypothesis hold up or no?

Step 5: Changes

Guiding Question – Now that you have conducted your experiment come up with three ideas of ways that you could improve your study or go more in depth.

- 1.
- 2.
- 3.

Step 6: Application

Guiding Question – Based on what you have observed write up a recommendation for the establishment to improve anything that might create a negative reaction, or to further enhance anything that creates a positive reaction.