

Project: Break a Social Norm
(AKA: Permission to be Abnormal)

1. Decide on a social norm that you (and your partner) will violate. Note that a joke is a social norm, so if your project is interpreted as a joke, then you have failed the assignment.
2. Obtain approval from your teacher before you conduct it.
3. Conduct the experiment, repeating it a minimum of 5 times with 5 different subjects. (The more subjects that you involve, the more likely that your results can be generalized.)
4. Gather proof of your experiment: video, pictures, tape recordings, note taking.
5. Debrief anyone who needs to be informed that you are doing a social psychology project after doing the behavior.
6. Write up your findings in a formal APA style paper.
7. Present your findings to the class.

Guidelines:

****Do not break any laws or perform an act that would get you or someone else in trouble. Do practice ethical guidelines to experimentation.**

****The behavior should break a social norm. However, it should not make fun of or mimic a condition that would insult someone; it should not be dangerous.**

****Before you begin, think about what you want to accomplish and express a one-tailed or two-tailed hypothesis. Plan what you will do, how you will do it, and when you will do it. Think about varying times, locations, genders, and ages.**

****Note your own reactions and those of others. (A partner comes in handy, as s/he can observe, ask, or eavesdrop on your subject's reaction.)**

****Divide your paper into the following subheadings:**

The introduction (you discuss your rationale for your ideas here with supporting research – 2-3 references). Note that you do not actually title this section “Introduction.” Rather, use the title of your paper and simply go directly into the introduction.

Hypothesis

Methods (subheadings to include: **apparatus, subjects, procedure**) – all very detailed

Results (ONLY what you found – no interpretation)

Discussion: interpret what you found and discuss implications

Concluding statement

References

Past experiments: invade someone's personal space, wear a veil so that no one can see your face, change the color of your eyes to a strange color (red), a girl with a goatee shopping, go through the ritual of washing your face in a public fountain, pay for something for someone else at the store, etc.