

<p>Participants were placed in staged emergency situations where they believed someone needed help, such as a person having a seizure or smoke filling a room. The purpose was to see how quickly people help or wait for someone else to help.</p>	<p>Participants were shown photographs of individuals and asked to rate them on various personality traits. Participants tended to rate people they found physically attractive as also possessing positive personality traits, even without sufficient evidence.</p>
<p>Participants were asked to administer increasingly severe electric shocks to another person (who was actually an actor pretending to be in pain) whenever that person answered questions incorrectly. Despite the apparent harm inflicted, a significant portion of participants continued to administer shocks, often to the maximum voltage, under the influence of the experimenter's authority.</p>	<p>Children were offered a choice between a single marshmallow immediately or two marshmallows if they could wait for a short period (typically 15 minutes).</p>
<p>Twins were separated at birth and adopted by different families to determine the way genetics versus environment play a role in IQ scores.</p>	<p>College students volunteered to play the roles of prisoners and guards in a simulated prison environment for two weeks. A fake prison was constructed in the basement of a building. Guards wore mirrored sunglasses to avoid eye contact. Prisoners wore a prison uniform with a chain padlocked around an ankle.</p>
<p>Participants were shown a line and asked to match it with one of three comparison lines of different lengths. Some participants purposely gave incorrect answers even when the correct answer was obvious to see if people would go along with the group.</p>	<p>A researcher exposed a nine-month-old infant to a white rat while also playing a loud frightening noise to see if a neutral stimulus (the rat) could become associated with fear due to the pairing with an aversive stimulus (the loud noise).</p>

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