Primary vs Secondary

- **A primary source**
  - is the original publication of new data, results, and/or theories
  - is factual NOT interpretive
  - is authored by individual(s) responsible for the production of the new scientific information
Primary vs Secondary

Secondary source

- Interprets and/or reviews previous research findings
- Compares and/or contrasts previous research findings
APA Citation Style

What elements are included in citations?

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APA Citation Guides

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Reading APA Citations

Journal Articles

Reading 16: THANKS FOR THE MEMORIES!

**PERRY MASON:** Hamilton, I believe that my client is telling the truth when she says she was nowhere near the scene of the crime.

**HAMILTON BURGER:** Perry, why don’t we let the jury decide?

**PERRY MASON:** Because, Hamilton, I don’t believe there is going to be a trial. You haven’t got a case. All you have is circumstantial evidence.

**HAMILTON BURGER:** Well, Perry, I suppose this is as good a time as any to tell you. We have someone who saw the whole thing, Perry. We have an *eyewitness*!

And, as the mysterious music rises in a crescendo, we know that this is going to be another difficult case for the most victorious TV lawyer of all time, Perry Mason. Even though we are reasonably certain Mason will prevail in the end, the presence of a single eyewitness to the crime has seemingly changed a weak
On a final note, culture appears to play an especially important role in conformity (Bond & Smith, 1996). Research in collectivist countries, such as Japan or India, has consistently found higher levels of conformity than in individualistic countries, such as the United States (see Triandis’s research on collectivist and individualistic cultures in Reading 28). Such findings add to the ever-growing body of evidence that psychological research must never overlook the impact of culture on virtually all human behaviors.


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Leading questions and the **eyewitness report.**

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