



Plate 2.1 *One strategy for gathering research evidence is to survey public opinion by interview.*

Plate 2.2 *Would you be more likely to help someone in need after hearing a sermon on the parable of the Good Samaritan?*





Plate 2.3 *What research method might be used to study the impact of viewing violent television on subsequent behaviour?*

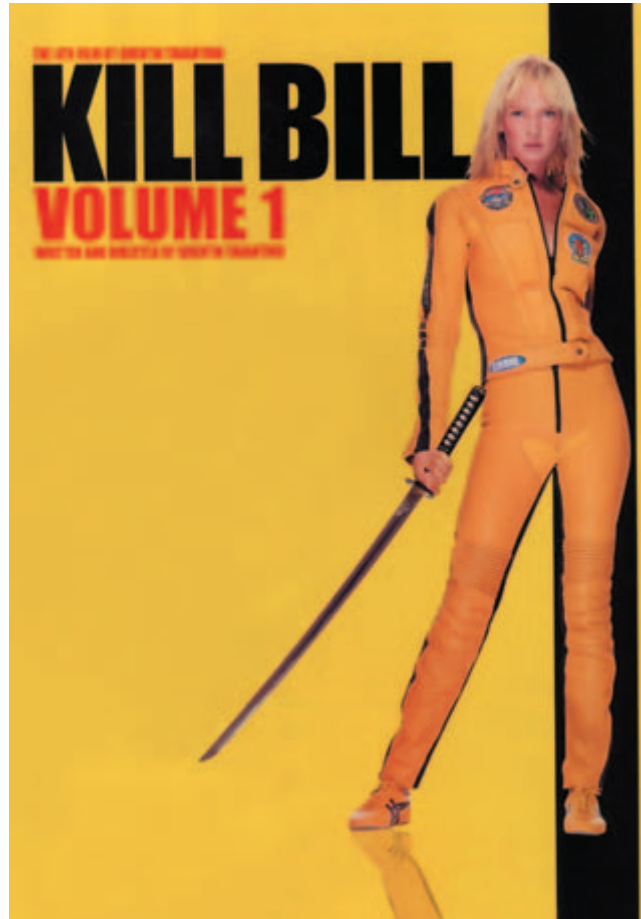


Plate 2.4 *Are those who choose to see violent films more aggressive?*



Plate 2.5 *Implicit measures usually take advantage of computer technology.*