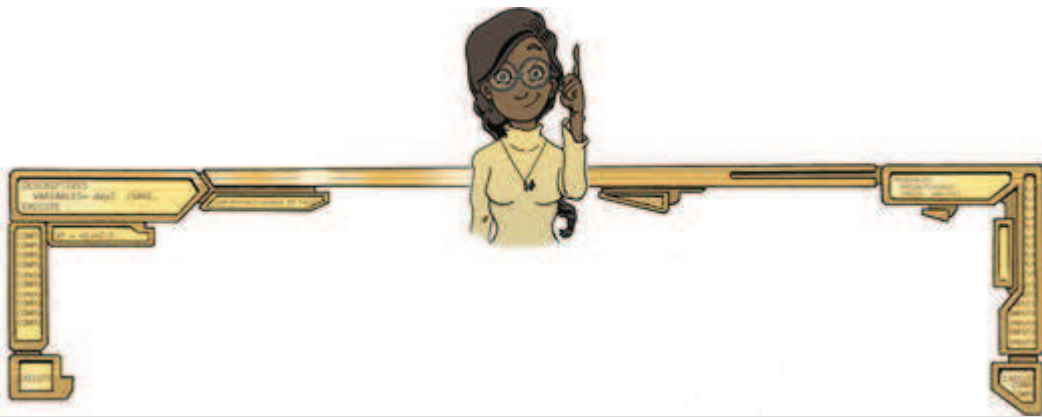




- Task 1: McNulty et al. (2008) found a relationship between a person's Attractiveness and how much Support they give their partner among newlyweds. The data are in McNulty et al. (2008).sav. Is this relationship moderated by gender (i.e., whether the data were from the

husband or wife)?¹⁷



- Task 2: Produce the simple slopes graphs for Task 1.
- Task 3: McNulty et al. (2008) also found a relationship between a person's Attractiveness and their relationship Satisfaction among newlyweds. Using the same data as in Tasks 1 and 2, find out if this

relationship is moderated by gender.



- Task 4: In this chapter we tested a mediation model of infidelity for Lambert et al.'s data using Baron and Kenny's regressions. Repeat this analysis but using Hook_Ups as the measure of infidelity.



- Task 5: Repeat the analysis in Task 4 but using the *PROCESS* tool to

estimate the indirect effect and its confidence interval.



- Task 6: In [Chapter 4](#) (Task 6) we looked at data from people who had been forced to marry goats and dogs and measured their life satisfaction as well as how much they like animals (Goat or Dog.sav). Fit a linear model predicting life satisfaction from the type of animal to which a

person was married. Write out the final model.



- Task 7: Repeat the analysis in Task 6 but include animal liking in the first block, and type of animal in the second block. Do your conclusions about the relationship between type of animal and life satisfaction



change?

- Task 8: Using the GlastonburyDummy.sav data, for which we have already fitted the model, comment on whether you think the model is



reliable and generalizable.

- Task 9: Tablets like the iPad are very popular. A company owner was interested in how to make his brand of tablets more desirable. He collected data on how cool people perceived a product's advertising to be (Advert_Cool), how cool they thought the product was (Product_Cool), and how desirable they found the product (Desirability). Test his theory that the relationship between cool advertising and product desirability is mediated by how cool people think the product is (Tablets.sav). Am I



showing my age by using the word 'cool'?

¹⁷ These are not the actual data from the study, but are simulated to mimic the findings in Table 1 of the original paper.

Answers & additional resources are available on the book's website at

<https://edge.sagepub.com/field5e>

