Experiment 1:
- **45 participants** from the University of Washington watched **7 film clips** of car crashes.
- Participants given a questionnaire including a **critical question**, e.g. “About how fast were the cars going when they ... into each other”.
- **5 conditions** (verbs) used - **independent measures design**.
  - Smashed = **40.8mph**, Hit = **34mph**, Bumped = **38.1mph**, Contacted = **31.8mph**, Collided = **39.3mph**.

Experiment 2:
- **150 participants** from the University of Washington watched a **1 minute film clip** of a 4 second car crash.
- Participants given a questionnaire including a **critical question**, e.g. “About how fast were the cars going when they ... into each other”.
- **2 conditions** used (hit & smashed) and a **control group** (no critical question).
- After **1 week** participants asked if they saw any broken glass.
  - Y&S = **16**, N&S = **34**, Y&H = **7**, N&H = **43**

**General:**
- **Type of Data:** Quantitative.
- **Ecological Validity:** High = Similar to real accidents, Low = Watching a video not a real car crash.
- **Reliability:** High = Asked lots of people the same question to get a mean answer, Low = Individual differences considering verbal strengths could affect results.
- **Validity:** High = No observer bias, Low = Individual differences affect results.
- **Ethics:** Got permission from participants but subjected them to possibly disturbing footage.