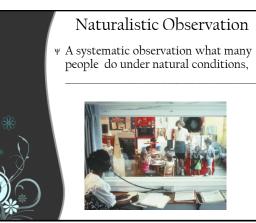


This type of research can reveal important information about people's _____



This research method is used to observe and record behavior without _____





Ask questions...

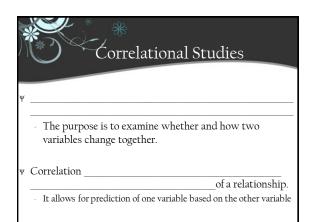
Ψ <u>Surveys</u> are another method of gathering

- A survey presents a standard set of questions, or *items*, to obtain people's self-reported attitudes or beliefs about a topic.
- Although these a be a great way of collecting data, they must be properly constructed.

***	Limitations
I AM A Good person I AM A Good person	rather than provide how they really feel about the topic. Or they simply lie

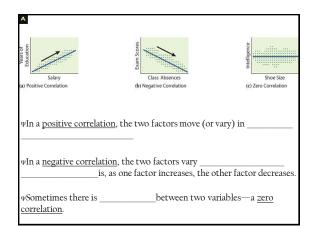


Ψ Case studies provide dramatic, detailed information about a person's life, but their generalizability is limited.



The strength of the relationship is measured by a _____

_____perfect positive correlation (perfect relationship) ______ no correlation (no relationship) _____ perfect negative correlation (perfect relationship)



Name that Correlation!

- Ψ The more you party, the lower your test grade.
- Ψ The more you study, the higher your test grade
- $\Psi\,$ The amount of time a college student studies and their height in inches

"Correlation is not causation!"

 Just because there is a correlation between tow variables does not mean that one variable causes another.

Experimental Research

This is the ONLY research design that can examine a _____

on a particular behavior



Experimental <u>Method</u>

 Ψ A study in which the investigator manipulates at least one variable while measuring at least one other <u>variable</u>.

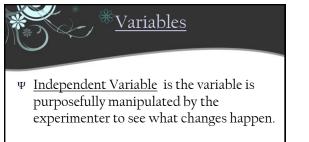
Experimental Design

 <u>Variables</u> are a condition or characteristic that is subject to change.

There are <u>two types</u> of variables in every study:

Independent variable:

<u>Dependent variable</u>:





 Ψ <u>Dependent Variable</u> is the behavior that is measured because it is expected to change.

> Identify the Variable Independent and Dependent?

 Ψ Developmental psychologists want to know if exposing children to differing amounts of public television improves their reading skills.

Name the Variables!

 A clinical psychologist is interested in how heart rate is affected by viewing a violent film as opposed to a nonviolent film



 Cognitive psychologists are interested in what types of diagrams are easiest for people to remember



 An industrial/organizational psychologist tests to see if wearing name tags makes employees happier with their work

Who will you study?

 Participants in a study are individuals in an experiment whose behaviors are observed.

Participants are randomly assigned to one of two groups:

1. The Control Group

This group does not receive the independent variable

2. The Experimental Group-

This group "receives" the independent variable

Cautions about research

- Validity refers to the soundness of the conclusions a researcher draws from an experiment
- Ψ External Validity-
 - The degree to which an experiment actually

Internal validity-

Ethics in Research

Being part of a research study can potentially lead to unintended consequences for the participants.



Participants must be informed

Ψ One rule states human participants must give the researcher their <u>informed consent</u> before a study.

Éthics in Research

 Participants cannot be coerced into doing something psychologically or physically harmful, or that violates standards of decency

Ψ_____

Ψ

Why do researchers have these rules?

- Ψ History of controversial psychological experiments that would now be considered <u>UNETHICAL</u>.
- Ψ <u>Examples:</u>
 - Phillip Zimbardo- The Stanford Prison Study
 - <u>Stanley Milgram</u> The Perils of Obedience

