



Types of Psychological Research


- Experimental Research
- Descriptive Methods
- Correlational Research
- Biological Research

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describes events or phenomenon
that already exist.

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



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

Naturalistic Observation

ψ A systematic observation what many people do under natural conditions,



Ask questions...

ψ Surveys 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.

ψ 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
I Am A Good person
I Am A Good person
I Am A Good person
I Am A Good person
I Am A Good person
I Am A Good person
I Am A Good person
I Am A Good person

ψ


rather than provide how they really feel about the topic.

ψ Or they simply lie...

 Case Study

Ψ _____

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


 Correlational Studies

Ψ _____

- The purpose is to examine whether and how two variables change together.

Ψ Correlation _____ of a relationship.

- It allows for prediction of one variable based on the other variable

 The strength of the relationship is measured by a _____

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

A

(a) Positive Correlation (b) Negative Correlation (c) Zero Correlation

ψ In a positive correlation, the two factors move (or vary) in _____

ψ In a negative correlation, the two factors vary _____ is, as one factor increases, the other factor decreases.

ψ Sometimes there is _____ between two variables—a zero correlation.

Name that Correlation!

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

“Correlation is not causation!”

- ψ Just because there is a correlation between two variables does not mean that one variable causes another.
- ψ _____
- ψ _____
- ψ _____

Experimental Research

This is the ONLY research design that can examine a _____ on a particular behavior



Experimental Method

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

- _____

- _____

- _____


Experimental Design

Ψ Variables are a condition or characteristic that is subject to change.


Ψ There are two types of variables in every study:

- Independent variable:
- _____


- Dependent variable:
- _____

 Variables


ψ Independent Variable is the variable is purposefully manipulated by the experimenter to see what changes happen.

 What will happen if...?


ψ Dependent Variable 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!

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

 Try another one

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

 OK, Last One...

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

Who will you study?

Ψ 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

Ψ Validity refers to the soundness of the conclusions a researcher draws from an experiment

Ψ External Validity-
- The degree to which an experiment actually
- _____
- _____

Ψ 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 *informed consent* before a study.

Ψ _____

Ethics in Research

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

Ψ _____

Why do researchers have these rules?

ψ History of controversial psychological experiments that would now be considered UNETHICAL.

ψ Examples:

- Phillip Zimbardo- The Stanford Prison Study
- [Stanley Milgram](#)- The Perils of Obedience

Next Class...

ψ Biopsychology

- How is the nervous system organized?
- How do “brain chemicals” influence our behavior?
