

Bell Work

- Describe one field of psychology you find to be the most interesting

Research Methods

Pre-Research

- Psychologists must:
 - > Come up with a hypothesis
 - > Look for evidence and data
 - > Select a sample: small group out of total population





Hypothesis

- Expresses a relationship between two variables
- A variable is anything that can vary among participants in a study
- Participating in class leads to better grades than not participating



Sampling

- Identify the population you want to study
- The sample must be representative of the population you want to study
- RANDOM SAMPLE
 - Every 20 names on a list
- Stratified Sampling
 - Strategically choosing people to make sure it is representative



Methods of Research

- ◉ 7 major ways for psychologists to conduct research
 - > Naturalistic Observation
 - > Case Studies
 - > Surveys
 - > Longitudinal studies
 - > Cross-Sectional Studies
 - > Correlations and Explanations
 - > Experiments

Naturalistic Observation

- ◉ Watch subjects in their natural environment without knowing they are being watched
- ◉ Do not manipulate the environment
- ◉ If people and animals know you are watching they may act differently



Case Study

- Intensive study of a person or group
- By itself, case studies are not very strong in telling us information
- Results of case studies can be used to form new hypotheses
- Include:
 - > Long term observations
 - > Diaries
 - > Tests
 - > Interviews



Surveys

- ◉ When information is obtained by asking many individuals a fixed set of questions
- ◉ Most common type of study in psychology



- ◉ Questionnaires
 - ◉ Less time to administer
 - ◉ Results can be more uniform
 - ◉ Helps reduce researcher influence



- ◉ Interviews
 - ◉ Allows researcher to modify question if participant doesn't understand
 - ◉ Researcher can influence the participants unconsciously
 - ◉ Participants may not answer truthfully



Longitudinal Studies

- Study of same group of people at intervals over a period of years to determine how behaviors and feeling have changed
- Good
 - > Ideal way to examine consistencies and inconsistencies in behavior over time
- Bad
 - > Take a really long time to do
 - > Precarious

Cross Sectional Studies

- Data is collected from groups of participants at different ages and compared to make conclusions about differences due to age.
- Less expensive than longitudinal studies
- Take less time than longitudinal studies

Correlation

- Used when researchers want to examine the relationship between 2 sets of observations
- Does NOT mean that one variable causes the other

As more ice cream is eaten, more people are murdered.



Does ice cream cause murder, or murder cause people to eat ice cream?

Types of Correlation

Positive Correlation

- The variables go in the SAME direction.



Studying and grades hopefully has a positive correlation.

Negative Correlation

- The variables go in opposite directions.



Heroin use and grades probably has a negative correlation.



