

Objectives:

1. Define what research is.
2. Describe the process of psychological research.
3. Name and describe the different types of psychological research.

I. Introduction

- A. _____-the systematic inquiry that is aimed at the discovery of new knowledge – is a fundamental component of the scientific method in psychology. Research provides a degree to which _____ and _____ are accurate.
- B. To _____ hypothesis and theories, researchers use a variety of alternative _____ to conduct research.

II. Pre-Research Questions

- A. Researchers need to ask a specific _____ about a hypothesis. (Example: What research method will be used?)
- B. The next step is to look for _____. How a psychologist looks for evidence depends upon the _____ being examined.

III. Samples

- A. A _____ is a relatively small sample of a total _____.
- B. Samples must be _____ of the population a researcher is studying. It must represent the make-up of the entire _____ population.

C. Two ways to avoid a non-representative sample include the use of:

1. _____: take a random sample so that each individual has an equal chance of being represented. (This does not mean that everyone will be represented.)
2. Use a selected population that is chosen but matches all the _____ in the main population. This is called a _____.

IV. Methods of Research

A. Psychologists have some main goals when doing research including:

1. _____
2. _____
3. _____
4. _____

B. _____: a psychologist observes the subject in a natural setting without interfering. This is vital so that a behavior is not performed because a researcher is present.

C. _____: an intensive study of a person or group. Case studies involves diaries, tests, and interviews. Case studies, by themselves, do not prove or disprove anything. They provide an abundance of descriptive material useful for formulating hypothesis.

D. _____: data that is collected about an individual or group over a number of years. These are ideal for examining consistencies and inconsistencies.

E. _____: research method where information is obtained by asking many individuals a fixed set of questions.

- F. _____: Samples of individuals on the basis of age so that conclusions can be drawn about differences due to age. (This is cheaper and less time-consuming than longitudinal studies.)
- G. _____: Correlations are the measure of a relationship between two variables or sets of data. (Example: Hours studying vs. the grade you earn on your Psychology test) It is important to realize that just because a correlation exists, it does not mean that one thing caused the other to occur.
- H. _____: Are useful when the investigator wants to control a situation from outside variables that could influence the results. Experiments follow the _____ method. (See page 40 of text, figure 2.2)

V. Ethics Issues in Research

A. _____, or methods of conduct, are established by the APA to ensure psychologists follow responsible behavior in their practice.

Some issues involving ethics include:
