

How Psychologists do Research

What makes psychological research scientific?

1. Precision
theory

hypothesis

operational definitions

2. Skepticism

3. Reliance on empirical evidence

4. Willingness to make "risky predictions"

5. Openness

Descriptive Studies: Establishing the facts:

1. Case Study

2. Observational Studies

3. Tests

standardized

reliable

alternate-forms reliability

validity

content validity

criterion validity

4. Surveys

representative sample

volunteer bias

5. Correlational Study: Looking for a Relationship

variables

positive correlation

negative correlation

coefficient of correlation

6. Experimental Method: Giving us Causes

experiment

independent variable

dependent variable

experimental group

control group

random assignment

placebo

single-blind study

double-blind study

Research Methods: Their Advantages and Disadvantages