RESEARCH PRINCIPLES

- A Theoretical Framework – systematic way of organising & explaining observations
- Standardised Procedures – same or similar conditions for all participants
- Generalisability – representation of population & relevant to situations outside laboratory
- Objective Measurement – reliable & valid

APPROACHES TO RESEARCH

EXPERIMENTAL: The design of scientific experiments (only research method in psych that allows researchers to draw unambiguous conclusions about cause & effect)

- Framing a hypothesis
- Operationalising variables
- Selecting & assigning participants
- Applying statistical techniques to data
- Drawing conclusions

3 MAIN GOALS OF EXPERIMENTAL

- **DESCRIPTION:** summarise the relationship between variables
- **PREDICTION:** anticipating future events
- **UNDERSTANDING:** identify causes of a phenomena (causal effects)

DESCRIPTIVE METHODS: To describe phenomena as it already exists

- Case studies (in depth observations of one person or a group)
- Naturalistic observation (in depth observations of a phenomena in its natural setting)
- Survey research (asking a large sample of people questions)

CORRELATIONAL METHODS: Assess the degree to which two or more variables are related

ETHICAL GUIDELINES

- Informed consent
- Participant welfare
- Voluntary participation
- Confidentiality
- Avoiding deception
- Fair & humane treatment of animals
- Gaining appropriate ethics approval

CRITICALLY EVALUATING A STUDY (ask the following questions)

- Does the theoretical framework make sense?
- Is the sample adequate & appropriate (does it represent the population)?
- Are measures & procedures adequate?
- Are the data conclusive?
- Are the broader conclusions warranted?