



# **Chapter Two: The Research Enterprise in Psychology**

**PSY 100**

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# Research Participants

## ● Population

- Entire group about which the investigator wants to draw conclusions

## ● Sample

- Subset of the population chosen by the investigator for the study

## ● Random Sample

- Every member of the population has an equal chance of being selected to participate in the study

# Descriptive Research

- Naturalistic Observation
- Surveys & Interviews
  - Social Desirability
    - The tendency of participants to tell the interviewer what they think is socially appropriate or desirable rather than what is the truth.
- Case Study

# Descriptive Research

## ● Standardized Tests

### ● Two features:

- 1) individual's score is totaled to yield a single score, or set of scores, that reflects something about the individual
- 2) the individual's score is compared to the scores of a large group of similar people to determine how the individual responded relative to others

## ● Physiological Research

## ● Advantages and Disadvantages of Descriptive Research

# Correlational Research

- Interested in discovering relationships between different factors (variables) using statistical techniques
- Correlation Coefficient
  - The number that reflects the type and degree of relationship between two variables
  - Two factors:
    - Magnitude
    - Direction

# Correlational Research

- Two types of designs for correlational research
  - Longitudinal
  - Cross-sectional

# Experimental Research

- **Can establish cause-and-effect relationship**
  - **Covariance of events**
  - **Time-order relationship**
  - **Elimination of confounding variables**
- **Components of an experiment**
  - **Independent variable**
    - **The factor that is manipulated or changed by the experimenter to see its effects on some other variable**

# Experimental Research

- **Dependent Variable**

- **The variable that is expected to change as a result of the manipulation of the independent variable**

- **Experimental Group**

- **A group whose experience is manipulated**

- **Control Group**

- **A comparison group that is treated in every way like the experimental group except for the manipulated factor**



# Experimental Research

- **Random Assignment to Condition**

- **Occurs when researchers assign participants to experimental and control groups by chance**
- **Eliminates biases and improves generalizability**

- **3 ifs and then**

- **If the two groups are comparable at pre-test, and**
- **If there is a difference in the dependent variable between the groups at post-test, and**
- **If the only thing that differs between the groups is the independent variable**
- **Then you can say the independent variable caused the change in the dependent variable**

# Ethical Considerations

- **APA identifies four areas of concern:**
  - **The right to privacy**
  - **People must be fully voluntary participants**
  - **Participants must be given informed consent**
  - **There should be no lasting harm from participating in research**
- **HSRB**



# Ethical Considerations

- Ethical Considerations for animal subjects

# How to Read a Psychology Journal Article

## ● Journal

- Publishes scholarly and academic information, usually in a specific domain

## ● Journal Articles

### ● Format

- Abstract
- Introduction
- Method
- Results
- Discussion