

# Methods of Investigation

**Naturalistic Observation** - careful observation of animal and human behavior.

2 Rules!

- ① The presence of the observer should not change.
- ② Record behavior first (VERY IMPORTANT!) collecting data not interpret it.

**Survey - Interviews + Questionnaires**

2 Problems!

- ① **Social Desirability** - the tendency for people to present themselves favorably.
- ② **Representative Sample** - the characteristics of the group interviewed must be the same as those you want to generalize your results to.

**Test** - presents a uniform situation to a group of people who vary in aspects relevant to that situation.

2 Terms!

- ① **Reliability** - refers to "Does the test give the same result when given in two different occasions?"
- ② **Validity** - Does the test measure what it intends to measure?

**Case Histories - Scientific Biographies**: useful for studying behavior that has occurred in the past.

2 Problems!

- ① Can't generalize the results.
- ② Recollection of the past may be wrong.

**Archival** - Examines data from already published data.

1 Problem!

- ① Cannot determine causality (only guess)

**Experimental** - used to uncover cause + effect relationship. You CAN determine causality. (METHOD OF CHOICE). ←

**Def. Basic Research**: quest of knowledge regardless if it has basic knowledge.

**Applied Research**: seeks to improve the condition by discovering something that can be put to practical use.

**Hypothesis** - an informed guess of how 2 or more variables are related.

**Dependent variable**: Factor that is measured.

**Independent variable**: Factor that is manipulated.

**Control group**: Group that does not get the independent variable. DOES NOT control the passage of time. ← P.P (it needs)