

# RESEARCH METHODS IN PSYCHOLOGY



[Watch THIS 10-minute CRASH COURSE!!!](#)

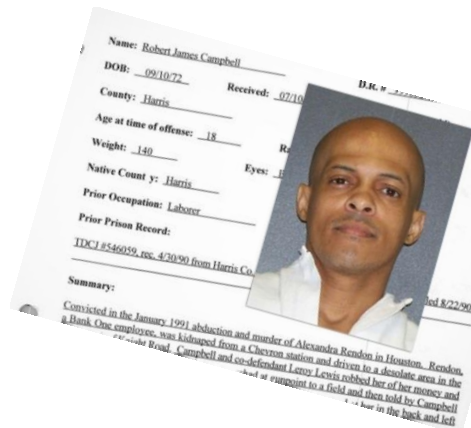
# Which research method is most appropriate for investigating these questions?

Do murderers on “death row” fit the stereotype of a cold, calculating killer?

Does anxiety influence people’s desire to affiliate with others?

What cultures have a faster “pace of life,” and what factors are correlated with this?

Do individuals having one or more hobbies report more job satisfaction?



# What are the advantages and disadvantages of each method?

Survey



Naturalistic Observation



Case Study

D.K. # 7722

Name: Robert James Campbell

DOB: 09/10/72 Received: 07/10

County: Harris

Age at time of offense: 18

Weight: 140 Eyes: B

Native County: Harris

Prior Occupation: Laborer

Prior Prison Record:

TDCJ #546059, rec. 4/30/90 from Harris Co.

Summary:

Convicted in the January 1991 abduction and murder of Alexandra Rendon in Houston. Rendon, a Bank One employee, was kidnaped from a Chevron station and driven to a desolate area in the 2700 West Loop Road. Campbell and co-defendant Leroy Lewis robbed her of her money and

led 8/22/90.



Experiment



# SURVEYS

*Strongly agree* ☐

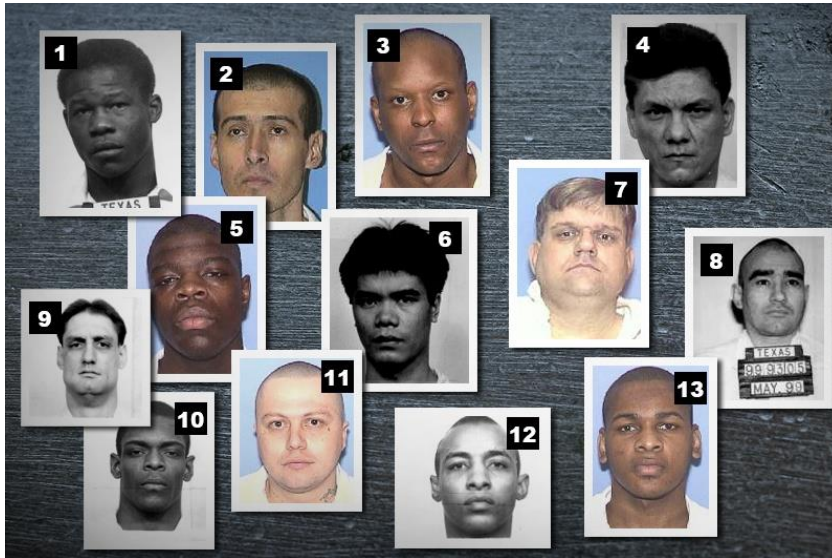
*Agree* ☒

*Disagree* ☐

*Strongly disagree* ☐



# CASE STUDY



D.R. # 777777

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Eyes: E

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## Summary:

Convicted in the January 1991 abduction and murder of Alexandra Rendon in Houston. Rendon, a Bank One employee, was kidnaped from a Chevron station and driven to a desolate area in the  
at gunpoint to a field and then told by Campbell  
her in the back and left

# NATURALISTIC OBSERVATION

Country	Overall Pace of Life	Walking Speeds	Postal Times	Clock Accuracy
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Switzerland
Ireland
Germany
Japan
Italy
England
Sweden
Austria
Netherlands
Hong Kong
France
Poland



# EXPERIMENT



# EXPERIMENT

Hypothesis ?



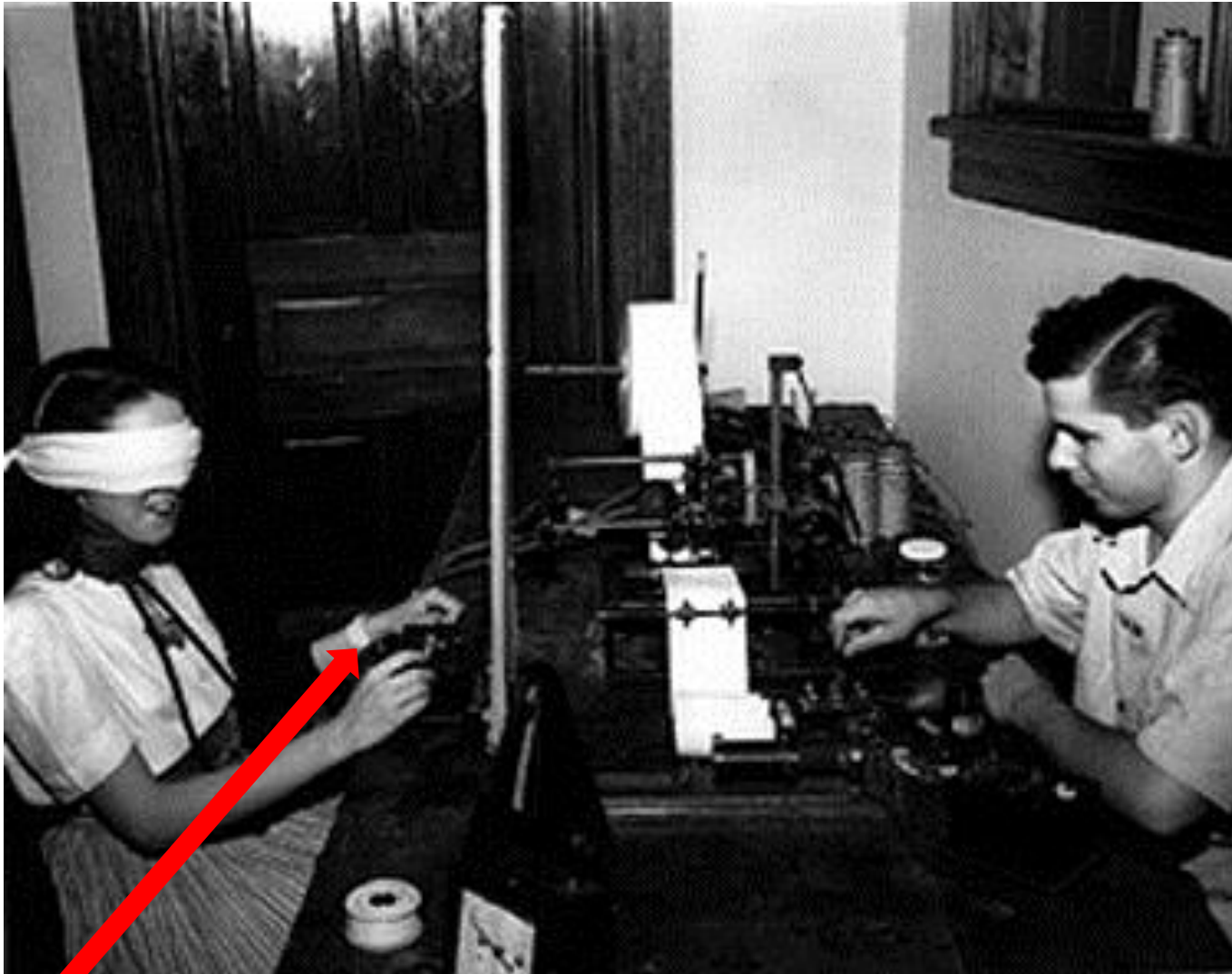


# EXPERIMENT

*Independent Variable*



# EXPERIMENT



Dependent Variable

# EXPERIMENT



Operational Definition

# EXPERIMENT



*Experimental vs. Control Group*

*Extraneous & Confounding Variables*



# EXPERIMENT

Placebo Effect

Experimenter Bias



# REVIEW: EXPERIMENTAL DESIGN

Click: [Schachter Experiment on Anxiety and Affiliation](#)

Does anxiety influence people's desire to affiliate with others?

Watch the video and describe the following:

1. Hypothesis
2. Independent Variable
3. Dependent Variable
4. Operational Definitions
5. Experimental & Control Group
6. Possible Extraneous Variables



## Which Method is Most Appropriate to Study Each Question Below?

1. In their daily conversations, do women talk more than men?
2. Do those suffering from anxiety disorders have similar early childhood experiences?
3. Do speed reading courses improve academic achievement?
4. Do individuals having one or more hobbies report more job satisfaction?
5. Does alcohol consumption reduce reasoning ability?
6. Do teen girls gossip to establish hierarchical power over others in the group?
7. Do suicide rates increase in times of war?
8. Can the food-related advertisements increase appetite?

Strongly agree ☐

Agree ☒

Disagree ☐

Strongly disagree ☐

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Summary:

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Mugshot of Robert James Campbell, a man with short dark hair, wearing a light-colored shirt, against a plain background.

led 8/22/90,



# Which Method is Most Appropriate to Study Each Question Below?

## KEY

1. In their daily conversations, do women talk more than men?

**NATURALISTIC OBSERVATION**

2. Do those suffering from anxiety disorders have similar early childhood experiences?

**SURVEY**

3. Do speed reading courses improve academic achievement?

**EXPERIMENT**

4. Do individuals having one or more hobbies report more job satisfaction?

**SURVEY**

5. Does alcohol consumption reduce reasoning ability?

**EXPERIMENT**

6. Do teen girls gossip to establish hierarchical power over others in the group?

**NATURALISTIC OBSERVATION**

7. Do suicide rates increase in times of war?

**CASE STUDY**

8. Can the food-related advertisements increase appetite?

**EXPERIMENT**





# APA ETHICAL GUIDELINES



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## INFORMED CONSENT



# APA ETHICAL GUIDELINES

NO PHYSICAL/PSYCHOLOGICAL HARM

INFORMED CONSENT



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NO PHYSICAL/PSYCHOLOGICAL HARM

INFORMED CONSENT

IMMEDIATELY DEBRIEF





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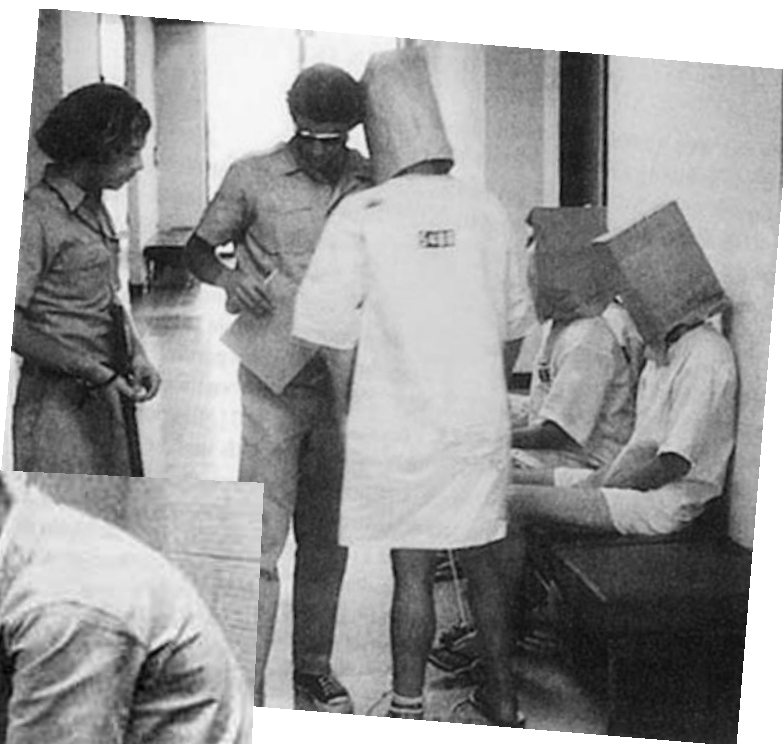
JUSTIFICATION FOR  
ANIMAL HARM

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NO PHYSICAL/PSYCHOLOGICAL HARM

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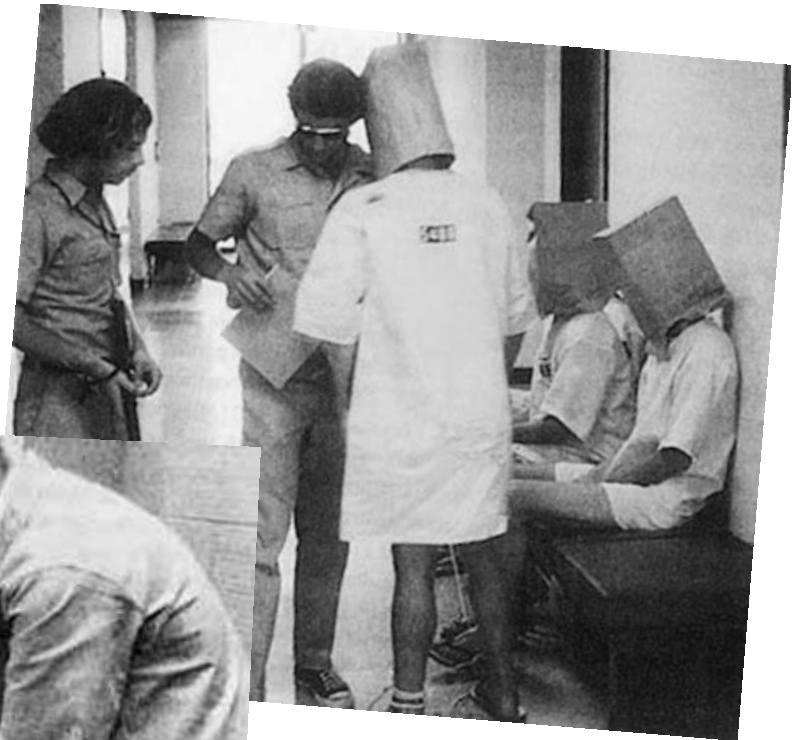
CONFIDENTIALITY

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NO PHYSICAL/PSYCHOLOGICAL HARM

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JUSTIFICATION FOR  
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CONFIDENTIALITY

INSTITUTION APPROVAL

5 Experiments That Couldn't Be Done Today