

Lecture 12: The wider research toolbox

The right tool for the job

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The Wider Research Toolbox/Toybox

Introduction

- This week I am going to discuss some of my own work.
- As usual, I want to focus on the methods primarily, and since any topic will do...
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- Key objective: Show how different methods can bring different insights.

Overview of Research Methods

Quantitative Research

I started with the hope of identifying how Mirror Neurons helped deceptive ability

What a dork.

In an autism lab! fMRI —

Some easy research! |

BBC Horizon: The Honesty Experiment |

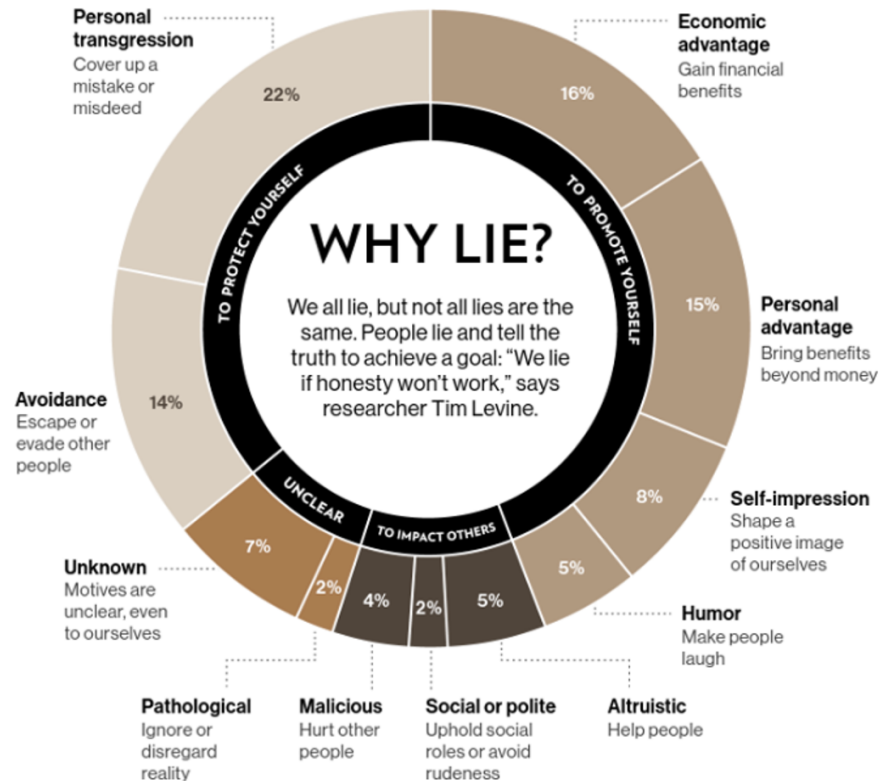


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THE DARK TRIAD OF PERSONA

So why do people lie? (levine2010d?)



It ain't that bad really!

Deception frequency is significantly correlated to neocortical volume across species (byrne2004a?).

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Evolution selects for more and more effective strategies of achieving social success (including deception, manipulation, alliance formation, exploitation of the expertise of others, etc.)

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And for the ability to learn and use such strategies.

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Social success translates into reproductive success!

Qualitative Research

IPA with Jonathan Smith and Oliver Robinson - Quarterlife Crisis

Mixed Methods

Data Collection Techniques

Surveys and Questionnaires

Interviews and Focus Groups

Observational Studies

Data Analysis

Statistical Analysis

Thematic Analysis

Any Questions?

References
