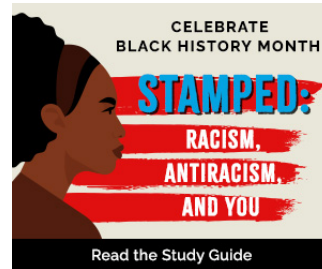


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## Research Methods in Psychology

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## Psychological Research

Researchers use the terms **Variable**, **Subject**, **Sample**, and **Population** when describing their research.

Psychologists do research to measure and describe behavior; to understand when, why, and how events occur; and to apply knowledge to real-world problems.

### The Scientific Method

Psychologists use the **Scientific Method**, which is a standardized way of making observations, gathering data, forming theories, testing predictions, and interpreting results.

Research must be **Replicable**, **Falsifiable**, **Precise**, and **Parsimonious**.

### Research Methods

Psychologists use descriptive or **Correlational Methods** such as **Case Studies**, **Surveys**, **Naturalistic Observation**, and **Laboratory Observation** to describe events, experiences, or behaviors and to look for links between them.

Researchers use **Tests** to collect information about personality traits, emotional states, aptitudes, interests, abilities, values, or behaviors.

Tests must be reliable and valid.

Researchers use **Experiments** to collect information about causal relationships between variables.

In experiments, researchers include **Experimental** and **Control Groups**.

**Bias** is the distortion of results by a **Variable**.

Types of bias include **Sampling Bias**, **Subject Bias**, and **Experimenter Bias**.

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## Ethical Considerations

Psychologists must consider **Ethical Norms** when doing research involving humans or animals.

### Interpreting Data

Researchers analyze and interpret the data they've collected by using **Descriptive Statistics** and organizing their information in **Histograms** or **Bar Graphs**.


Researchers use **Inferential Statistics** to determine the likelihood that a result is due simply to chance.

**Statistical Significance** means that a result is probably not due to chance.

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**Interpreting Data**

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