

Psychology

TYPES IN Research methodology:-

(1) Quantitative Research:-

Quantitative refers to the numbers where data is collected based on numbers and a summary is taken from these numbers. Graph help to quantify the results in quantitative research.

(2) Qualitative Research:-

Qualitative refers to the non-numerical elements in the research. When the information or data cannot be grasped in terms of numbers, qualitative research comes to the rescue. Though not reliable as much as quantitative research. It helps to form a better summary in terms of theories in the data.

(3) Descriptive Research:-

Facts are considered in descriptive methods. Many variables can be used in descriptive research to explain the facts.

2 Case studies:-

(1) LONGITUDINAL STUDY:-

In this study, researchers repeatedly examine the same individuals to detect any changes that might occur over a period of time.

(2) Cross-sectional study :-

It examine different samples (or a "cross-section") of the population at one point in time. This study is shorter and cheaper to carry out.

EXPERIMENTAL METHOD:-

This method involves manipulating one variable to determine if this causes changes in another variable. This method relies on controlled research methods and ~~an~~ random assignment of study subjects to test a hypothesis.

Norms:- are the rules of a group of people that mark out what is appropriate, allowed, required, or forbidden for various members in different situations.

STANDARDIZATION:- The process of establishing norms for a test.

PERCEPTION

The sensory experience of the world, which includes how an individual recognizes and interprets sensory information.

FOUR LAWS OF ORGANIZATION:-

1) **LAW OF SIMILARITY:-**

It suggests that "Similar things appear to be grouped together."

2) **LAW OF SIMPLICITY:-**

It suggests that "reality is reduced to the simplest form possible"

(3) LAW OF PROXIMITY:-

It suggests that "Objects near each other appear to be grouped together."

(4) LAW OF CONTINUITY:-

It suggests that "lines are perceived to follow the smoothest path, whether the result is curving, overlapping, or straight lines."