In Laney’s study the result is relatively accurate because the participants don’t know the real aim of the experiment, in another way to say it, the researchers hide the real aim from the participants by mixing the real important question in a list of fake questions which has no use except helping hiding the real question. By doing so, the participants will behave more naturally in the experiment and the final result will be closer to real life and have more ecological validity. However, hiding the real aim also brought some drawbacks. For example, debriefing is required after the experiment in order to follow the ethical guidelines, this increased the work of the researchers and decreased the efficiency.

The experiment is also easy to repeat because the experiment is done in the lab and all the variables are well controlled and operationalized. Therefore, other researchers who would like to repeat or verify the experiment result will be able to do the experiment under similar conditions. The experiment plan was very detailed. This decreases the misunderstanding of experiment instructions and the bias during the operation of the experiment. On the other hand, the lab experiment environment may let participants behave differently from real life. For example, people might feel more uncomfortable or nervous in the lab than normal, and that could affect people’s memory, making them more likely to accept what the researchers said, so the experiment will become less ecologically valid. Meaning the result will be less useful when applying to natural situations.

At last, the experiment has a high population validity because it recruits a relatively large amount of participants (128 people). A Larger amount of participants leads to more random characteristics, so the result of participants could represent the target population with little error and the result could be applied to real world easily. However, this experiment also took disadvantage on population validity, the amount of male and female participants is significantly imbalanced (99 females and 29 males). The participant's result will be biased because of the difference between males and females and the population validity will decrease. Which increased the difficulty of applying the result to the real world and target population. Besides, the age of participants is mainly distributed around 28 years old. Therefore, the result could only be applied on a small target population.