**External Validity:** Whether we are able to generalise our findings to a wider population.

**Ecological Validity:** To what extent participants are behaving naturally and how close the format of surroundings is to our natural surroundings.

**Ethics:** Participants need to be given informed consent, right to withdraw, privacy, protection from harm.

**Control Group:** A group of participants in an independent measures design whose behaviour acts as a baseline.

**Self Reports:** Any method that involves asking a participant about their feelings and attitudes. Participants can easily become a custom to social desirability so therefore results would be meaningless although data can be obtained relatively easily and quickly.

Interviews: This is where participants are asked questions directly on their feelings or attitudes. A strength of this is that participants are able to ask if they do not understand a question and possibly give a more in-depth qualitative answer. However, participants can easily be accustomed to social desirability or demand characteristics.

Questionnaires: This is where a participant is asked for their attitudes and feelings to be applied to paper. Questions can be open or closed providing quantitative or qualitative answers. However, there will always be social desirability (which can be combated by stating that identity of participants will not be needed). Although data can be obtained relatively quickly and easily as a questionnaire can be sent out.