External Validity and the Real World:

- When a study takes place in the real world aka “field setting”, it clearly applies to real world occurrences, and is therefore a built in advantage for external validity.
  - Example: Ecological Validity: is a type of external validity that refers to how similar a study’s manipulations and measures are the kinds of situations participants might encounter in their day to day lives.

EXPERIMENTAL REALISM: To create settings in which people experience authentic emotions, motivations and behaviours.

Generalization Mode and The Real World:

- External Validity is of primary importance when are in generalization mode, and therefore they might strive for a representative sample of a population

Theory Testing Mode and The Real World:

- When using this mode, external validity and real world applicability are low priorities.