Chapter 4

- Types of correlation
  - Positive correlation
  - Negative correlation
  - No correlation
- The more closely the data points approximate a straight line, the greater the magnitude of the correlation

Perfect positive correlation

Perfect negative correlation

Moderate positive correlation

Moderate negative correlation

Analogue Studies
- Investigation that attempts to simulate real-life situation under controlled conditions
- Used when not possible to control all variables in real-life situations or when ethical, legal, or moral issues preclude other types of studies

Field Studies
- Behaviors and events are observed and recorded in their natural environment
- The main technique is observation
  - Sometimes with interviews or questionnaires
- Observers must be highly trained and avoid disrupting the natural environment
- Provides no information about causality