- Accepted level of probability in psychology is 5%  
  - \( P = 0.05 \)

- Publication bias – tendency to publish ‘headline grabbing’ findings to increase credibility – creates false impression of psychology as it is being selective about what is published  
- Researchers are critical of work that criticises their own findings/favourable of ones that match – biased  
- Slow down change in scientific discipline – more likely to pass on findings that are new/innovative – ones that do not match current opinions.

<table>
<thead>
<tr>
<th>Psychology and the economy</th>
<th>Correlation coefficient</th>
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<tbody>
<tr>
<td><strong>Economy:</strong> state of a country/region in terms of productions/consumptions of goods/services.</td>
<td><strong>Correlation coefficient:</strong> number between -1 and +1 that represents direction of relationship and strength of relationship between two co-variables.</td>
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</table>
| **Attachment research:**  
  - Research shows that both parents can equally provide emotional support needed for healthy development – promoting flexible working hours, both parents can earn money/share childcare  
  - Positive: led to applications in improving childcare and visitation – prevents implications of children being apart | - Direction indicated by – or +  
  - Closer to +1 = strong positive correlation  
  - Closer to -1 = strong negative correlation |
| **Mental illness research:**  
  - Absence from work costs £15 billion a year – depression, anxiety and stress  
  - Research plays an important role in findings effective treatments (CBT/drug treatment) that help effectively manage their condition and return to work – health workforce  
  - Cost of treatment offset by reduced absences  
  - CBT = no drug dependency/long term | |
| **Forensic research:**  
  - Sherman and Strang (2007): restorative justice is more effective in reducing relapse rates/more psychological benefits on offenders. (Custodial sentencing = 57% recidivism.)  
  - Shapland (2007): for every £1 spent on restorative justice, it saves the criminal justice system £7.  
  - Shows the best/most cost effective treatment for offending behaviours. | |

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<tr>
<th>Case studies</th>
<th>Content analysis</th>
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| **Case study:** in depth investigation into one individual, group, institution or event.  
  - Produces qualitative data  
  - Requires a case history  
  - Uses interviews, observations and questionnaires  
  - Possibility of experimental or psychological testing  
  - Often longitudinal  
  - Additional data may be collected from family and friends | **Content analysis:** a research technique that enables indirect study of behaviour by examining/coding communications.  
  - E.g. texts, emails, TV/film, spoken interaction, research articles.  
  - Summarise and describe communication in a systematic way |
| **Examples:** | **Coding:** initial stage of content analysis – content/communication is examined for the frequency of certain categories. |