EXPERIMENTAL DESIGN

ALLOCATING PARTICIPANTS TO CONDITIONS

INDEPENDENT MEASURES, REPEATED MEASURES, MATCHED PAIRS
INVESTIGATOR EFFECTS AND PIOLET STUDIES

INVESTIGATOR EFFECTS
- Refers to any effect of the investigator's behavior (conscious/unconscious) on the research outcome.

PIOLET STUDIES
- A piolet study is a preliminary study carried out before the true investigation, using a small number of participants to stop methodical issues.
- Allows researcher to identify any potential issues and to modify the design or procedure, saving time and money in the long term.
WHAT IS AN INTERVIEW?
- A face to face interaction where an interviewer asks a set of questions to interviewees about their thoughts/experimenters

STRUCTURED INTERVIEWS
- Made up of a set of predetermined set of questions that are asked in a fixed order
  - Easy to replicate because of its standardized format
  - Interviewee can't elaborate their points and imposes what the researcher values

UNSTRUCTURED INTERVIEWS
- More of a conversation
- General aim that a certain topic will be discussed, and interaction tends to be free flowing
- No set questions
  - More flexibility as can have follow-up questions therefore more insight

Risk of social desirability
OBSERVATIONS

NATURALISTIC OBSERVATION
- Observation of behavior in a natural setting
- Investigator does not interfere, just observes & records

ADVANTAGES
- High in ecological validity
- Used to generate ideas for experimental research/validate experimental findings

DISADVANTAGES
- No manipulation of variables
- Lack of control
- Invasion of privacy

COVERT OBSERVATION
- Participants behavior is watched and recorded without their knowledge

OVERT OBSERVATION
- Participants is watched and recorded with their knowledge and consent

CONTROLLED OBSERVATION
- Watching and recording behavior within a structured environment

ADVANTAGES
- Replication is easy as less extraneous variables

DISADVANTAGES
- Cannot be applied to real life settings and low in ecological validity

PARTICIPANT OBSERVATION
- The researcher becomes a member of the group whose behavior he/she is watching or recording

NON-PARTICIPANT OBSERVATION
- The research remains outside of the group whose behavior he/she is watching and recording

SCHEDULE OF OBSERVATION IS........?
- Check list of exact behavior researcher is looking for (usually based on pilot study)
- Operationalize what were interested in & break iy down into component parts
- It should be:
  Objective- observer should not interfere –only record
  Cover all possibilities
  Categories of behavior should be mutually exclusive
CASE STUDIES

- In depth investigation of one person or small group
  - High levels of validity as in in-depth and give insight
  - Allow researchers to study event that they could not practically/ethically manipulate
  - Small samples = difficult to generalise
  - Researcher becomes too involved = lose their objectivity and may misinterpret or influence outcomes
  - Difficult to establish cause and effect as often after the event
Participants should be aware that they can stop their involvement in research at any time including after the experiment, but if participant do withdraw this could cause complications in recruiting new people and calculating data.

HOW DO PSYCHOLOGISTS DEAL WITH ‘RIGHT TO WITHDRAW’?

When gaining consent at the beginning of the study (through the consent form) & when giving standardised instructions.

But participants may feel like they do not have the right to withdraw when they do a good example of this is the Milgram experiment.