○ Careful Construction
  ■ Can people answer correctly?
  ■ Will people answer correctly?

● Natural Observation
  ○ When? To observe public behavior
  ○ How? Observation
  ○ Trick: Not intervening

● Case Studies
  ○ When? To study unusual/infrequent phenomena
  ○ How? Interviews, observation, records, testing
  ○ Limitation: generalizability

● Descriptive Research
  ○ When? To learn descriptive information about a group or event
  ○ How? Records, surveys, interviews, observations.

● Statistical Analysis of Descriptive Data
  ○ Mean (average)- 5
  ○ Median- use if extremes- 3
  ○ Mode- most frequent-10
  ○ Percentages (used for categories)-40%

● Correlational
  ○ When? To investigate possible relationships
  ○ How? Just measure both
○ Relationship between aggressive behavior and violent TV.
○ Maybe violent tv leads to aggressive behavior
○ Maybe vice versa
○ 3rd variable can prove that maybe there is no direct relationship
○ Correlation Coefficient= r
○ r is a number from -1 to 1
○ Tells us if there is a relationship, whether it is positive or negative, and the strength of said relationship

● Experimental
  ○ When? When you wish to draw cause and effect conclusions
  ○ How? Manipulate a variable under controlled conditions
  ○ Independent variable- the one the experiment manipulates
  ○ Dependent variable- the one thought to be affected by the independent variable
    ■ Experimental group- gets iv
    ■ Control group- doesn’t
      ● IV- Fluorescent lights
      ● DV: Likelihood of people stealing
      ● Stores that use fluorescent lights will have less theft
      ● Stores that don't will have more.

○ Including more than one dv in an experiment saves time
○ More independent variables=more interactions