Research Methods

- **Hindsight bias**- “knew it all along” belief event was predicted before actual event occurred
- **Generalizability**- the degree the results of the study can apply to different types of people
  
  *Ex: 10 year olds like carrots….but what kind of 10 year olds?*
- **Critical thinking**- don’t take things at face value
  
  o ask questions, dig deeper

***CORRELATION DOES NOT MEAN CAUSATION***
- just because age and baldness correlate, doesn’t mean aging causes baldness

Stimulus -> organism -> response (S.O.R)

### Research Methods

1. **Introspection**- (James)
   
   a. small sample (only your feelings)
   b. observer biased
   c. only a starting point to form theories

2. **Case Study**- small sample
   
   a. Observer biased (see different things in same event)
   b. Used to illustrate points (how-to)

3. **Survey**- 
   
   a. Large sample with quantified variables
   b. Correlations may be spurious

4. **Experiment**- manipulates
   
   a. Control and experimental group

- **Descriptive research**- observes and records without bias, does not refer to relationships between variables

Confounding Variables: environment, expectations, individual differences