The goals of psychology

1. These goals are accomplished by using the scientific method.

Research Methods in Psychology

- A theory:
- A hypothesis:
A case study:
The goal of a case study is:

Naturalistic observation
Reactivity:

Correlational research tells whether the values of two variables are related.
A correlation coefficient:

The survey method:
When conducting a survey, researchers must obtain a representative sample:

Qualitative research:
Research Methods in Psychology

- The experimental method:

- By manipulating an independent variable (the cause), the researcher determines whether it influences the dependent variable (the effect).

- An independent variable:
- A dependent variable:
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- Operational definitions:

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- Experimental group:
- Control group:

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- Extraneous variables:
- Random assignment:
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- Statistics:
  - Descriptive statistics:
  - Inferential statistics:

Research Methods in Psychology

- Measures of central tendency:
- Measures of variability:

The American Psychological Association has adopted ethical guidelines that prescribe standards of conduct for the professional work of psychologists in their roles as researchers, clinicians, and teachers.

- These guidelines include several general principles.
Institutional review board (IRB):

Informed consent:

Debriefing: