<table>
<thead>
<tr>
<th>Type of Study</th>
<th>Description</th>
<th>Number in Study</th>
<th>Advantage/s</th>
<th>Example/s</th>
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<tbody>
<tr>
<td>Case Study</td>
<td>Detailed investigation of a single individual’s experience</td>
<td>One</td>
<td>Especially suitable for studying rare conditions, disorders and experiences</td>
<td>In-depth report on a person with an experience such as a long period in solitary confinement</td>
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<tr>
<td>Naturalistic Observation</td>
<td>Rigorous observation with a prepared checklist of what people or animals do in everyday surroundings and conditions</td>
<td>Usually several or many</td>
<td>Not intrusive, a real-life situation, identifies new information that may lead to further research</td>
<td>Observations of children’s play behaviour, chimpanzees’ social behaviour or young adults’ flirting behaviour</td>
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<tr>
<td>Survey/Questionnaire</td>
<td>Investigates selected characteristics of a population through self-report</td>
<td>May involve a large population</td>
<td>Allows researchers to gain feedback on attitudes and characteristics</td>
<td>Gaining feedback on patient care in a hospital or on student enjoyment of a course</td>
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<tr>
<td>Correlational Study</td>
<td>Explores the link or relationship between two variables (positive? negative? none?)</td>
<td>May refer to many human characteristics or sociological data</td>
<td>Suitable for studying variables that it would be impossible, impractical or unethical to control</td>
<td>Investigating the relationship between student absences and achievement or between birth rate and infant mortality</td>
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<tr>
<td>Experiment</td>
<td>A controlled study that isolates a single variable in order to investigate its effects</td>
<td>Two or more groups in the simplest, standard experiment (control and experimental)</td>
<td>If well designed, this type of study allows researchers to establish a cause-effect relationship.</td>
<td>Testing a new technique for enhancing the long-term memory of foreign language words</td>
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</tbody>
</table>
Exercise 1: Which study would you choose?
Circle CS, NO, S/Q, CORR or EX for each description below. Some options might require discussion.

a An investigation of dissociative personality disorder, formerly called multiple personality disorder, a rare disorder with only hundreds of documented cases in psychiatric history: CS NO S/Q CORR EX

b Relationships between IQs according to degree of genetic relationship: e.g. between identical twins, between fraternal twins or between cousins CS NO S/Q CORR EX

c To what extent are baboons territorial? Do they defend their territory from other baboons? CS NO S/Q CORR EX

d Investigating people’s opinions on a proposed new law CS NO S/Q CORR EX

e Exploring the effects of watching various kinds of films on participants’ willingness to give other participants an electric shock (e.g. neutral film, non-violent and sexually explicit film or violent and sexually explicit film – this study actually took place!) CS NO S/Q CORR EX

f Study of a rare genetic disorder CS NO S/Q CORR EX

g Exploring the effects of sensory deprivation on fine motor movements CS NO S/Q CORR EX

Exercise 2: Which type of study is it?
Draw a line from each description to the appropriate symbol.

a A researcher carries out a study in which she establishes a cause-effect relationship between a new drug and the healing of a rare cancer. O O

b This kind of study can reveal whether there is a link or relationship between two variables (but this does not establish a cause-effect relationship). O O

c Researchers closely observe the flirting behaviour of 18-19 year olds at schoolies gatherings in Byron Bay. O O

d The memory of learned material for sleep-deprived participants is compared with those who have had a normal night’s sleep. O O

e A researcher gains self-report information from a large population of people on their political attitudes. O O

f A number of individual studies are carried out to discover more about the men on Death Row in the USA. It is found that a high percentage suffered head trauma in childhood. O O

g A child has been horrifically neglected during eight formative years of her childhood. Psychologists investigate the effects on her social and language development. O O

h This kind of study allows researchers to isolate and control a single variable in order to investigate its effects. O O