
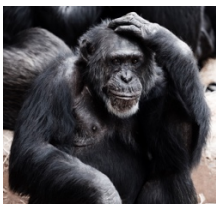

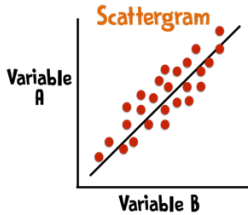
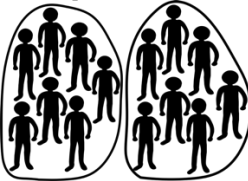


Types of Research Studies in Psychology

Type of Study	Description	Number in Study	Advantage/s	Example/s
Case Study 	Detailed investigation of a single individual's experience	One •	Especially suitable for studying rare conditions, disorders and experiences	In-depth report on a person with an experience such as a long period in solitary confinement
Naturalistic Observation 	Rigorous observation with a prepared checklist of what people or animals do in everyday surroundings and conditions	Usually several or many ••••••••	Not intrusive, a real-life situation, identifies new information that may lead to further research	Observations of children's play behaviour, chimpanzees' social behaviour or young adults' flirting behaviour
Survey/ Questionnaire 	Investigates selected attitudes or characteristics of a population through self-report	May involve a large population •••••••• •••••••• •••••••• ••••••••	Allows researchers to gain feedback on attitudes and characteristics of a large population	Gaining feedback about patient care in a hospital or about student enjoyment of a course
Correlational Study 	Explores the link or relationship between two variables (positive? negative? none?)	May refer to many human characteristics or sociological data ••••••••/ ••••••••	Suitable for studying variables that it would be impossible, impractical or unethical to control	Investigating the relationship between student absences and achievement or between birth rate and infant mortality
Experiment 	A controlled study that isolates a single variable in order to investigate its effects	Two or more groups in the simplest, standard experiment (control and experimental) ••••••••/ ••••••••	If well designed, this type of study allows researchers to establish a cause-effect relationship.	Investigating the effect of sleep deprivation on performance of simple and complex tasks