
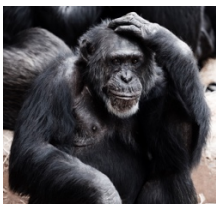

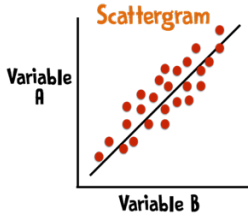
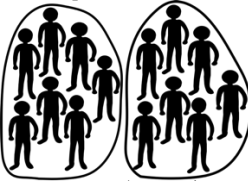


Types of Research Studies in Psychology

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 characteristics of a population through self-report	May involve a large population •••••••• •••••••• •••••••• ••••••••	Allows researchers to gain feedback on attitudes and characteristics	Gaining feedback on patient care in a hospital or on 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.	Testing a new technique for enhancing the long-term memory of foreign language words

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 identity 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.

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☐



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).

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

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

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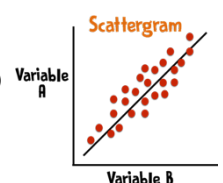
e A researcher gains self-report information from a large population of people on their political attitudes.

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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.

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

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

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