**Research methods revision pack (so far!)**

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| **Ethics** | |
| Name and describe the issue | How would be deal with this issue |
| D |  |
| R |  |
| I |  |
| P |  |
| P |  |

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| **Sampling** | | |
| Name, explain, how is it done? | Advantages | Disadvantages |
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| Correlation | |
| What is it? Different types? Draw graphs | |
| Correlation co-efficient-what is it? Give some examples of them and what a graph may look like | |
| Strengths | Weaknesses |

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| Experimental design | | | |
|  | Independent groups | Repeated measures | Matched pairs |
| Define |  |  |  |
| Draw a picture to represent this using stick people |  |  |  |
| Strengths | 1-  2- | 1-  2- | 1-  2- |
| Limitations | 1-  2- | 1-  2- | 1-  2- |
| One issue with independent groups design is individual differences. How do we deal with this? | | | |
| One issue with repeated measures design is order effects. We deal with this using counterbalancing, what is this? | | | |

You need to know what the following are and apply the knowledge to exam questions so give a general definition and examples.

**IV-**

**DV-**

**Operationalisation-**

**Pilot studies**- what they are and some examples of what you would change because of one.

**Hypothesis-**directional (one tailed)and non-directional (two-tailed). How to write them and how to decide when you would use them in an exam.

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| **Content analysis-turning qualitative data in quantitative data** | | | |
| **How do you carry out a content analysis? (3 decisions and make a table etc)** | **Strengths** | | **Weaknesses** |
| Thematic analysis- a type of content analysis | | | |
| What process do you follow for a thematic analysis? | | | |
| Strengths | | Weaknesses | |

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| **Case studies** | |
| What is one? What different research methods can be used when carrying out a case study? | |
| Strengths | Weaknesses |

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| **Descriptive statistics** | | | |
| Measures of central tendancy  Define (work out?) Strengths Weaknesses | | | |
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| Measures of dispersion | | | |
| Range | | Standard deviation | |
| Strengths and weaknesses | | Strengths and weaknesses | |

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| **Inferential statistics**- What are they? Why do we use them? | | | | | |
| **Levels of measurements** | | | | | |
| Nominal | | Ordinal | | Interval | |
| **The sign test-**  What type of data does it use?  How do you work out the value of S?  How do you work out a critical value?  For the results to be significant s must be \_\_\_\_\_\_the critical value? | | | | | |
| Qualitative data- | | | Quantitative data- | | |
| Strengths | Weaknesses | | Strengths | | Weaknesses |

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| **Meta-analysis-** | |
| Strengths | Weaknesses |
|  |  |

**How do you design a study?**

You will be given a scenario with important information that will give you all the information you need to design your own research. See example below- You have not studied observations so could not do this yet but this layout gives you an idea.

The psychologist focused on fluency in spoken communication in her study. Other research has investigated sex differences in non-verbal behaviours such as body language and gestures. Design an observation study to investigate sex differences in non-verbal behaviour of males and females when they are giving a presentation to an audience.

**In your answer you should provide details of:**

• the task for the participants

• the behavioural categories to be used and how the data will be recorded

• how reliability of the data collection might be established

• ethical issues to be considered.

[12 marks]

-YOU MUST DEAL WITH EVERY BULLET POINT IN THE EXAM QUESTION TO GET IN THE TOP BAND. MISS ONE OUT DROP A BAND!

-Keep it SIMPLE! Don’t try to do elaborate things as this is purely showing the examiner you know how to design a basic piece of research.

Designing an experiment- basic structure

IV/DV

Hypothesis

Method-how will you carry it out?

Materials?

Control of extraneous variables

Results-How will you analyse the results? Measures of central tendancy, measures of dispersion, sigh test?