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| <b>RESEARCH<br/>METHODOLOGY (2)</b> | PSYC 100<br>Fall 2013 |
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| <b>!&gt;CLICKER TIME!</b>   |
| <p>■ Which level of analysis in psychology does the following statement represent?</p> <p>At low doses, cocaine can improve performance on visual attention tasks, such as being faster at detecting certain stimuli on a computer screen.</p> <p>A. Biological<br/>B. Individual<br/>C. Social<br/>D. Cultural</p> |

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| <b>LEARNING OBJECTIVES</b>   |
| <p>■ Distinguish between the types of studies in psychological research</p>  |

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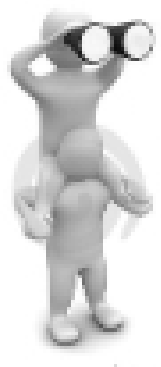
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**DESCRIPTIVE/OBSERVATIONAL STUDIES**



- **Naturalistic Observation**
  - Researchers watch people behave as they normally would
  - Researcher is NOT a part of situation

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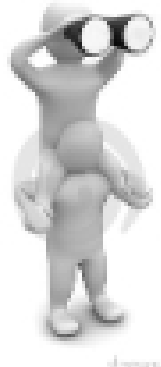
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**DESCRIPTIVE/OBSERVATIONAL STUDIES**



- **Advantages?**
  - Valuable in early stages of research
  - Real-world settings
- **Disadvantages?**
  - Errors in observation due to observer bias/expectations
  - Observer presence can change the behavior being witnessed

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**Hypothesis:** Research participants' behavior will be affected by experimenters' biases.

**Research Method:**

- 1) One group of college students was given a group of rats and told to train them to run a maze. These students were told their rats were bred to be very poor at running mazes.
- 2) A second group of college students was given a group of rats to train that were genetically the same as the first group of rats. These students were told their rats were bred to be very good at running mazes.



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**CORRELATIONAL STUDIES**

- Examines how two variables are naturally related in the real world
  - Researcher does not try to alter or assign causality
- Goal: To allow us to make a guess about another variable based on what we know about one variable

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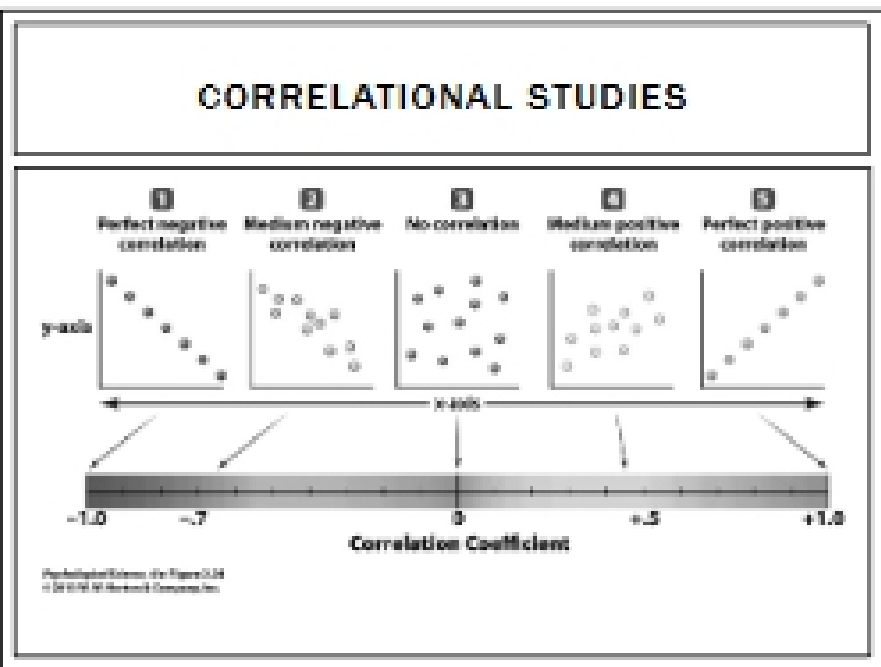
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**CORRELATIONS:  
UNDERSTANDING CHECK!**

- As stress decreases, blood pressure also decreases.

A. Positive  
B. Negative  
C. Zero

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