

RESEARCH TECHNIQUES

Reading: Franzoi, Chapter 2

Terms You Should Know

Laboratory Research

Field Research

Basic Research

Applied Research

 Theory

 Hypothesis

Naturalistic Observation

 Nonparticipant Observation

 Participant Observation

 Case Study

 Archival Research

Observer Bias

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Survey Research

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Random Sample

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Correlational Research

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Positive Correlation

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Negative Correlation

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Zero Correlation

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Experimental Design

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Independent Variable

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Dependent Variable

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Experimental Group

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Control Group

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Operational Definition

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Confounding

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Random
Assignment

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Confederate

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Experimental Realism

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Demand Characteristics

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Deception

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Experimenter Effect

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Confederate

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Ethics in Research

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Deception

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Informed Consent

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Protection from harm

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Debriefing

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Concepts You Should Master.

1. Identify and define each of the major research techniques used by Social Psychologists.
 - a. Tell when and why each might be used.
 - b. Explain what could be learned from each technique.
 - c. Explain the strengths and weaknesses of each technique.
2. What is the relationship between deception in social psychological research and the ethical principles for conducting research with human subjects?
3. Why would a social psychologist want to use a confederate? What ethical problems might this cause?
4. Suppose you were asked to design an experiment to determine if men who gave a gift of chocolate to a woman on their first date were perceived more favorably than men who gave their dates flowers.
 - a. What would the independent variable be?
 - b. What is the dependent variable?
 - c. How would you measure 'perceived more favorably'?