

Personality

Research Techniques



What We Will Cover in This Section

- **Introspection**
- **Case Study**
- **Correlational Techniques**
- **Experimental Techniques**



Evaluating Personality Theories



Science

- How do we know things about human behavior?
 - Empiricism
 - Rationalism

Goals of Research

DESCRIPTION

The accurate portrayal of a situation or phenomenon.

EXPLANATION

The statement of the cause of some situation or phenomenon.

Goals of Research

PREDICTION

The ability to anticipate the occurrence of some event.

CONTROL

Manipulation of some condition(s) to produce a change in behavior.

Terms

Theory

A broad set of principles that organize and predict behavior.

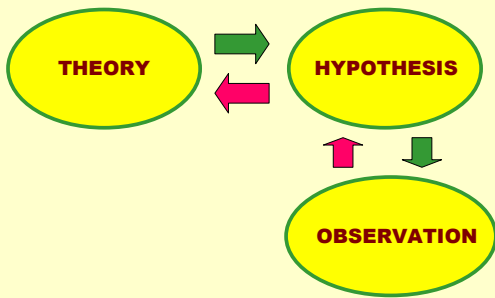
Hypothesis

Statement or prediction of the relationship between two or more variables.

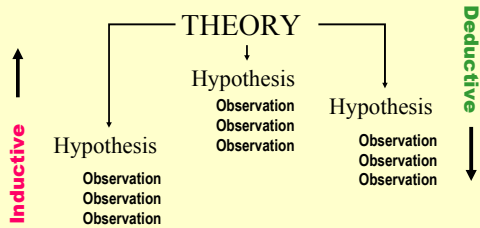
Observation

A formal test of the hypothesis to see if it is supported.

How Science Works



Organizing Our Knowledge

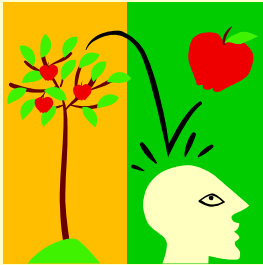


Characteristics of Effective Theories

- 1. TESTABLE (Principle of Verification)**
The researcher can set up a situation that permits one to assess if it is true or false.
- 2. FALSIFYABLE**
The hypothesis can be evaluated as being either correct or incorrect.



Research Techniques



Introspection

Process of collecting information through self-evaluation and looking into one's personal experiences.



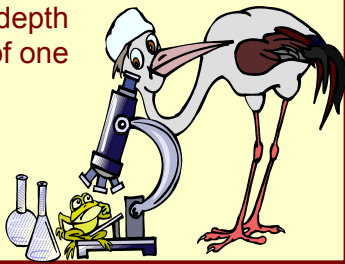
Problems

- Memories, consciousness, and personality interact.
- Demand characteristics.
- Memory is fallible.



Case Study

Repeated, in depth examination of one person.



Benefits and Problems

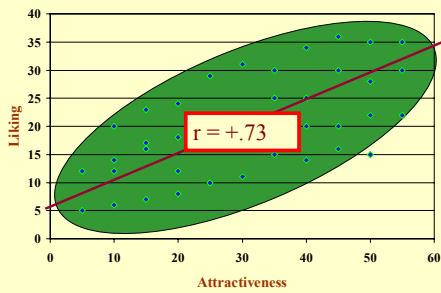
- | | |
|--|--|
| <ul style="list-style-type: none">• Benefits.<ul style="list-style-type: none">– Detail.– Evaluate the context of the person's behavior.– Open ended.– Leads to description. | <ul style="list-style-type: none">• Problems.<ul style="list-style-type: none">– No breadth = no generality.– Observer-subject interaction.– Small sample size. |
|--|--|



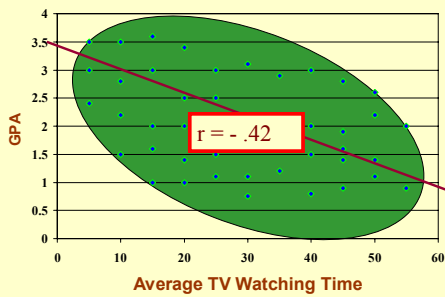
Correlational Research

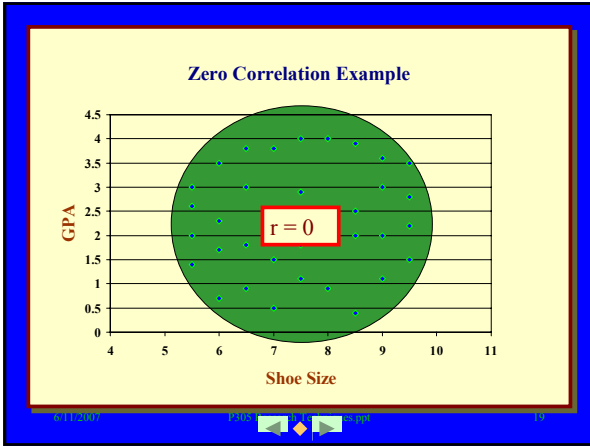
Focus on the degree to which variables are related.

Positive Correlation Example



Negative Correlation Example





WARNING!

Cannot Conclude Causality

The slide features a yellow background with a blue border. The text 'WARNING!' is at the top in bold blue letters. Below it, the phrase 'Cannot Conclude Causality' is written in a large, red, cursive font. Navigation icons are at the bottom.



Experimental Example

| | Independent Variable | Dependent Variable |
|--------------------|-----------------------------|--------------------------------|
| Experimental Group | Rats given maternal blood | Mean retrieval time: 2.25 days |
| Control Group | Rats given saline solution. | Mean retrieval time: 7.00 days |

Experimental Elements #1

EXPERIMENTAL GROUP

The group that gets the treatment you are interested in.

CONTROL GROUP

A group included in the experiment that does not get the experimental treatment.

Experimental Elements #2

DEPENDENT VARIABLE

The variable that is measured in an experiment.

INDEPENDENT VARIABLE

The treatment that the experimenter manipulates or controls.