

OBSERVATIONAL RESEARCH

Assignment

Beins, Chapter 7
Babbie, Chapter 6 (ER)

Terms you should know.

Observational strategies

Naturalistic Observation

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Systematic Observation

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Participant Observation

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Archival Research

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Physical Trace Analysis

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Ethology

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Content Analysis

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A priori categories

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Ad hoc categories

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What to look at.

Time sampling
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One/zero sampling

Individual sampling
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Event sampling
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Observer Bias
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Concepts you should master.

1. Under what conditions would it be best to conduct naturalistic research?
2. What is the relationship between the degree of naturalism in a research project and external validity?
3. What can you conclude from a field study?
4. When would you want to do a systematic observation and when would you want to conduct a field observation?
5. What is meant by 'behavioral sampling'? What are the various strategies for sampling behavior in an observational study.
6. What role would an operational definition of a variable play when conducting an observational study?

Application

1. The following questions focus on Case & Smith's article, *Ethnic Representation in a Sample of the Literature of Applied Psychology* (Patten Article 10).
 - a. What was the goal of this research?

 - b. Do you think that this research is important? Why or why not?

 - c. Method
 - i. What research technique was used?
 - ii. Who or what were the 'subjects' in this study? What is the sample size?

 - iii. Why were these subjects selected?

 - iv. How was the reliability checked?

 - d. Results
 - i. What statistical analyses were done?

 - ii. What conclusion did the authors reach?

 - iii. The authors suggest that their results have implications for the external validity of psychological research. Why do they say this? How do they support this argument?