## **OBSERVATIONAL RESEARCH**

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Babbie, Chapter 6 (ER)	
Terms you should know.	
Observational strategies	
Naturalistic Observation	
Systematic Observation	
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Participant Observation	
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Archival Research	
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Physical Trace Analysis	
Ethology	
Content Analysis	
J	
A priori categories	
11 kilon encoolies	
Ad has satagaries	
Ad hoc categories	

PSY 767 Research Methods Seek and ye shall find	
What to look at.	
Time sampling	
One/zero sampling	
Individual sampling	
Event sampling	

Observer Bias

## 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?

7.	What concerns about reliability should an investigator have when conducting an observationa study? How could you assess this reliability?
8.	What concerns should a person using an observational technique have  a. about content validity?
	b. with respect to construct validity and content analysis?
9.	Is it possible to test hypotheses when doing observational, case study, or archival research? If, Yes, how or under what conditions? If No, why not?
10	. What are two key issues that could compromise the internal validity of 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?