

Characteristics (C) / Assumptions (A) of Research

Control (C)	Holding constant or eliminating extraneous variables to establish cause-and-effect relationships.
Operationalism (C)	Defining scientific concepts by the specific operations used to measure them. This includes multiple operationalism, where constructs are represented by multiple measures.
Replication (C)	The reproduction of results from one study in additional studies to verify findings.
Uniformity or Regularity in Nature (A)	The assumption that there are consistent and lawful relationships in nature.
Reality in Nature (A)	The belief that the phenomena studied by scientists are real and observable.
Discoverability (A)	The assumption that these regularities and realities can be discovered through scientific investigation.

Research Approaches

Research Settings	Field Experiments, Laboratory Experiments, Internet Experiments
Field experiments (RS)	Artificiality not a problem, but cannot control extraneous variables like in a lab
Laboratory experiments (RS)	Ability to control extraneous variables, but introduce artificiality and poor ecological validity
Internet experiments (RS)	Easy access, large samples and low cost, but lack of experimenter control, self-selection, drop out and multiple participant submissions
Descriptive Research (T)	Observing, recording and describing behaviour

Research Approaches (cont)

Relational/Predictive Research (T)	Describing and detecting/predicting relationships
Causal Research (T)	Describing behaviour, predicting relationships AND exploring cause-and-effect
Qualitative Research (A)	Non-numerical, interpretive approach
Quantitative Research (A)	Numerical data
Mixed Methods (A)	Mixes Quantitative and Qualitative Research for more complete account
Quantitative Experimental	Before making causal claim, three criteria: Co-variation (changes must be correlated), Temporal ordering (cause must precede effect), no Alternate Explanations
Between-subjects design	Different participants exposed to each level of IV



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Research Approaches (cont)

Within-subjects design: All participants exposed to all levels of the IV

Ads/Disads of Experimental Research: Causal inference, ability to manipulate variables, control. Does not test effects of extraneous variables, artificiality, inadequate method of scientific inquiry.

Quantitative Non-experimental: No manipulation of the IV, descriptive research, identifies factors/relationships to form hypotheses to then be tested through experimental

Types of Quant Non-Experimental: Correlational study, Natural manipulation, cross-sectional and longitudinal

Research Approaches (cont)

Ads/Disads of Each Type: Research objectives of description and prediction, Research objectives of description and prediction, Multiple Groups/Time points to consider. Sometimes false assumption of causation, false assumption of causation, cross-sectional/longitudinal do not always produce similar results.

Strengths/Weaknesses of Qualitative Research: Many different data collection methods, good for describing/understanding, provides data to develop theory. Difficult to Generalise, varying interpretations, objective hypothesis testing procedures not always used.

Six Data Collection Methods

Observations: Researcher watches and records events/behaviours. Naturalistic or Laboratory Observations: Provides firsthand information, allows for study of natural behaviour, captures non-verbal cues, usually exploratory/open-ended. Reactive effect if respondents know they are being observed, investigator effects (personal bias), data analysis is time-consuming.

Six Data Collection Methods (cont)

Questionnaires: Measures participants' opinions and provides self-reported demographic info. Efficient for large sample, standardised format for easy comparison. Closed-ended or open-ended questionnaires.

Existing Data: Collection of data that was left behind/used for something different before the current research. Documents, physical data, etc. cost-effective, time-saving, allows for longitudinal studies.

Interview: Can be through multiple mediums (face-to-face, phone, etc). Can be synchronous (happens in real-time) or asynchronous (over-time). Good for measuring attitudes, allows for probing, in-depth info, useful for hypothesis testing. People might recall important info, react effectively, investigate effects and consume.



Six Data Collection Methods (cont)

Focus Groups	Collection of data in a group situation where moderator leads discussion with a small group	Useful for exploring ideas and concepts, provides window into internal thinking, in-depth info, can be taped	Can be ex, difficult to find good moderator, reactive and investigator effects, measurement validity low
Tests	Data collection instruments designed to measure something. Standardised (existing, tested in previous research) or Researcher-constructed (new, often specifically developed to test for variables)	Provides measures of many characteristics, usually already developed, availability of data to reference, easy data analysis	Can be ex, reactive participant effects, might not be appropriate for certain samples, open-ended Qs not avail



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