

Research methods

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Forms of research

- Archival methods
- Observational methods
 - Simple observation
 - Participant observation
 - Concealed
 - Ethical implications
- Experimentation

Correlational research

- Contemporaneous measurement
- Scatterplots
- Correlation is not causality
 - A produces B
 - B produces A
 - C produces both A and B
- Rule out or control out

Experimental designs

- Rarely experimental-control
- Random assignment to conditions
- Typically factorial designs
 - At least two manipulated factors
 - At least two levels per factor
 - Need for factor independence

Asking questions

- Sampling for surveys
- Open-ended or closed-ended?
- Questionnaire design
 - Avoid double-barreled
 - Avoid the unclear middle
 - Alphabetical or scalable answers

Measurement and testing

- Reliability of measures
- Statistical conclusion validity
- Construct validity
- Internal validity
 - Mundane realism
 - Experimental realism
 - Expectancy effects
- External validity

Ethical responsibilities

- IRB or other review
- “Cleanest” research possible
- Informed consent
- Anonymity or confidentiality when promised
- Postexperimental interview
- Debriefing following deception