

- * When studying social science, we look at two kinds of evidence
 - * Quantitative: gives us #'s, uses statistics
 - * Qualitative: understands through direct observation

- * When looking at quantitative research:
 - * Is it possible to poll the entire population?
 - * In social science, we use the idea of samples
- * Sample: Use a subset of the population to draw inferences from
- * Example of qualitative research: Surveys

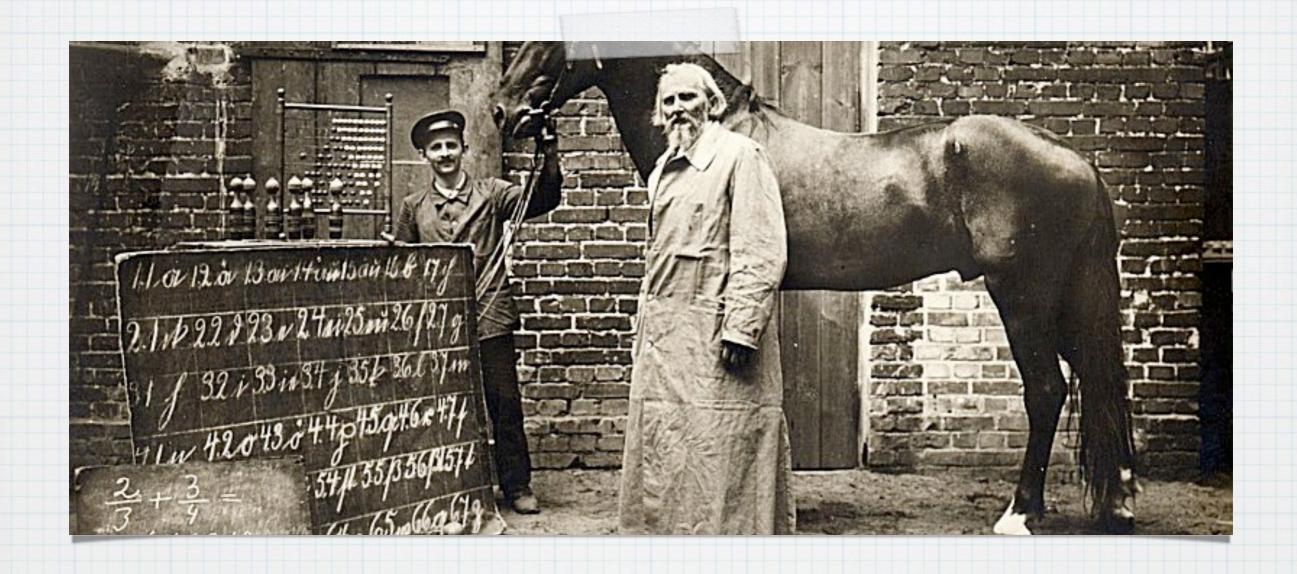
- * When looking a quantitative research
 - * Offers detailed evidence, but typically cannot be generalized
 - * Examples: Case studies and participant observation

Bias

- * i) Selection Bias
 - * sample does not represent population
- * ii) Measurement Bias:
 - * errors in collecting data; expectation bias, attention bias,
- * iii) Intervention Bias
 - * Typically occurs when comparing groups

Bias

- * Observer bias happens when the researcher unconsciously influences the participants responses (tone of voice changes, etc)
- * Hawthorne Effect is the tendency for participants to alter their true behaviour merely because they know they're bring observed



Clever Hans

Bias

* Purposive sampling intentionally selects participants based on a criteria

Limiting Bias

* In a single blind procedure, participants have no idea which group they're in (eg-drug trial, either given the drug or a placebo). Eliminates the hawthorne effect.

Limiting Bias

* In a double blind procedure neither the participants or the experimenter know which group subjects are in. Eliminates observer bias.

Experimental Methods

* In a Repeated Measures Designs (RMD) each participant is tested in both conditions of the experiment (drug and placebo)

Experimental Methods

* In a Independent Groups Design (IGD) different participants are used in each of the conditions so each group is independent of each other (need to be randomly assigned)

- * Validity: extent to which a test measures what it says it's going to measure
- * Reliability: consistency of a measure.

Ethics

- * informed consent: subjects must be informed of risks and procedures
- * risk of harm: both psychological and physical
- * confidentiality: identifying information not released to anyone outside study