Chapter Three

 Methods of Research in Psychology



**\* Steps do scientists follow in conducting scientific research**

**1- Form a question:**  posing a question based on experience, psychological theory or common knowledge.

**2- Form a hypothesis:** making an educated guess.

 **3- Test the hypothesis:** examining the evidence through any of a variety ofmeans.

**4- Analyze results:** looking for patterns or relationships in the evidence.

 **5- Draw a conclusion:** determining whether the findings support the

 hypothesisand adjusting it if they do not.

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 **1- Naturalistic observation:**  careful, usually prolonged, observation of

 behavior **without intervening** directly with the subjects.

**2- Case study:** researchers conduct **in-depth investigations** of

individuals or small groups.

**3- Surveys:** technique asks **questions of large numbers of persons** to

gain information on attitudes and behavior . It has two approaches

 **(Questionnaires and Interviews)**.

**4- Correlation method:** measures how closely **one thing is related to**

 **another**.

**5- Experimental method: d**irect way to test a hypothesis about a **cause-**

 **effect** relationship between variables.

**6- Longitudinal Studies:** study in which **subjects are followed** and

periodically reassessed over a period of time.

**\*** **Sampling:** if psychologists are going study human behavior, they

can’t ask the whole population, they use **sample** (**part of**

 **population being studied**, then they generalize their conclusions to

the general target population. The sample should be

 **representative** and be **chosen randomly**.