

Key Research Methods in Psychology (Chapter 2)

Method	Advantage	Disadvantage	Elaboration
Correlational and Descriptive Research (page 51-54)	<ol style="list-style-type: none">1. Shows whether two or more variables are related.2. Good method to develop a hypothesis.	<ol style="list-style-type: none">1. Does NOT permit researchers to identify cause and effect.	
Case Study (aka Clinical Study) (page 52-53)	<ol style="list-style-type: none">1. Provides in depth information.2. Shed light on situations/problems that are unethical (page 66-69) to study in other ways.	<ol style="list-style-type: none">1. Individual may not be representative or typical	
Naturalistic Observation (page 51-52)	<ol style="list-style-type: none">1. Allows description of behavior as it occurs in the natural environment.	<ol style="list-style-type: none">1. Researchers have little or no control on the situation.	
Laboratory Observation	<ol style="list-style-type: none">1. Allows more control than naturalistic observation.	<ol style="list-style-type: none">1. Behavior in the laboratory may differ from behavior in the natural environment.	

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Surveys (page 53-54)	<ol style="list-style-type: none">1. Provides a large amount of information on large numbers of people.	<ol style="list-style-type: none">1. If the sample is non representative or biased, it may be impossible to generalize from the results.2. Responses may be inaccurate or untrue.	
Psychological Tests	<ol style="list-style-type: none">1. Yields information on personality traits, emotional states, aptitudes, abilities.	<ol style="list-style-type: none">1. Difficult to construct tests that are valid or reliable.	
Experimental Research (page 45-51)	<ol style="list-style-type: none">1. Allows researchers to control the situation.2. Permits researchers to identify cause and effect.	<ol style="list-style-type: none">1. Situation is artificial and results may not generalize to the real world.2. Costly and time intensive.3. Difficult to avoid experimenter effects (page 63).	