

III. Methods in Social Psyc

A. Methods & Validity

Methodological Validity - the degree to which the research methods we use allow us infer that the results we obtain reflect reality.

Internal Validity - The ability to draw causal inferences from the relationship between IV and DV.

External Validity - The degree to which our results can be generalized to other settings (Realism) and to other people (the Population)

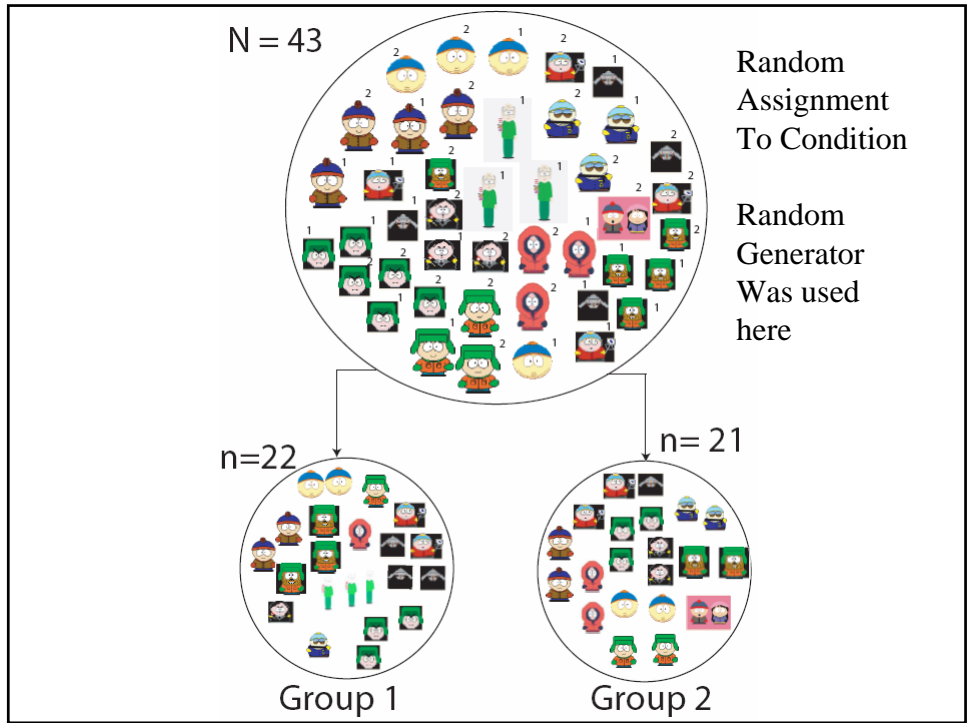
1. Internal Validity

Criteria for Causal Relations (John Stuart Mill)

- a. Time Precedence - The cause (IV) must precede the effect (DV)
- b. Covariation - The cause must co-occur with the effect. (IV is sufficient, but not necessary)
- c. Rule out alternative explanations

1. Internal Validity

- Established through random assignment to condition and standardized procedures.
- Creates equivalent groups: individual differences are equally distributed across all groups.
- Differences in post manipulation assessments can be attributed to the manipulation and not pre-existing group differences.
- Offers the greatest control over extraneous variables.
- Also demonstrates time precedence and covariation.



1. Internal Validity Cont.

	Random Assignment	Control	Time Precedence	Covariation
Surveys				
Observation				
Experiments				
-Lab				
- Quasi				
- Field				

1. Internal Validity Cont.

	Random Assignment	Control	Time Precedence	Covariation
Surveys	No	No	Possible	Yes
Observation	No	No	Yes	Yes
Experiments				
- Lab	Yes	Yes	Yes	Yes
- Quasi	No	No	Yes	Yes
- Field	Yes?	?	Yes	Yes

2. External Validity

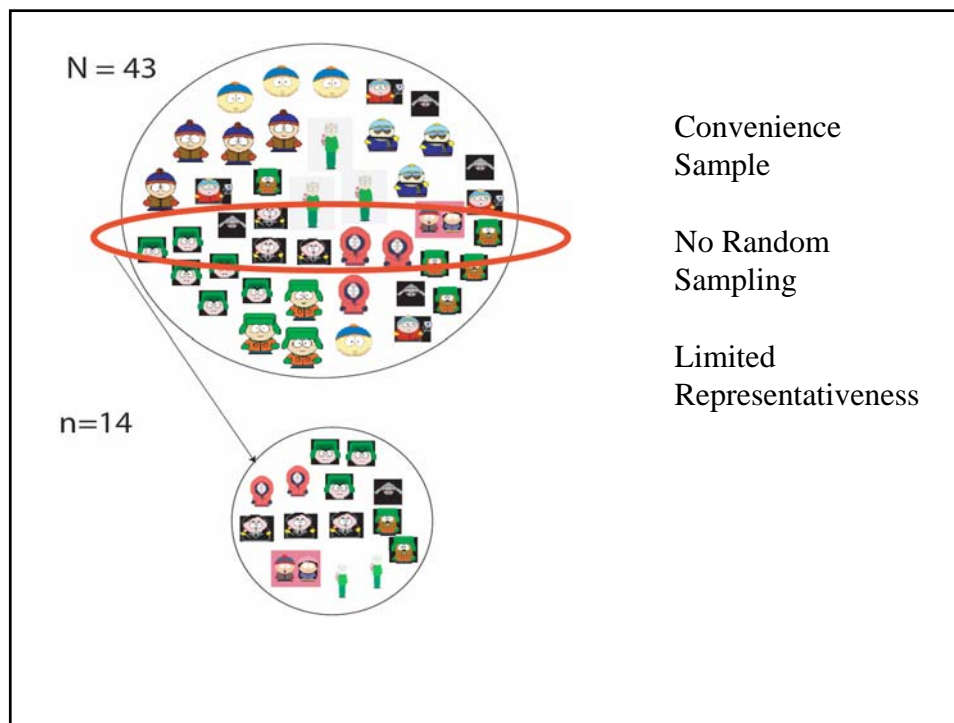
Realism – Generalizability to other settings.

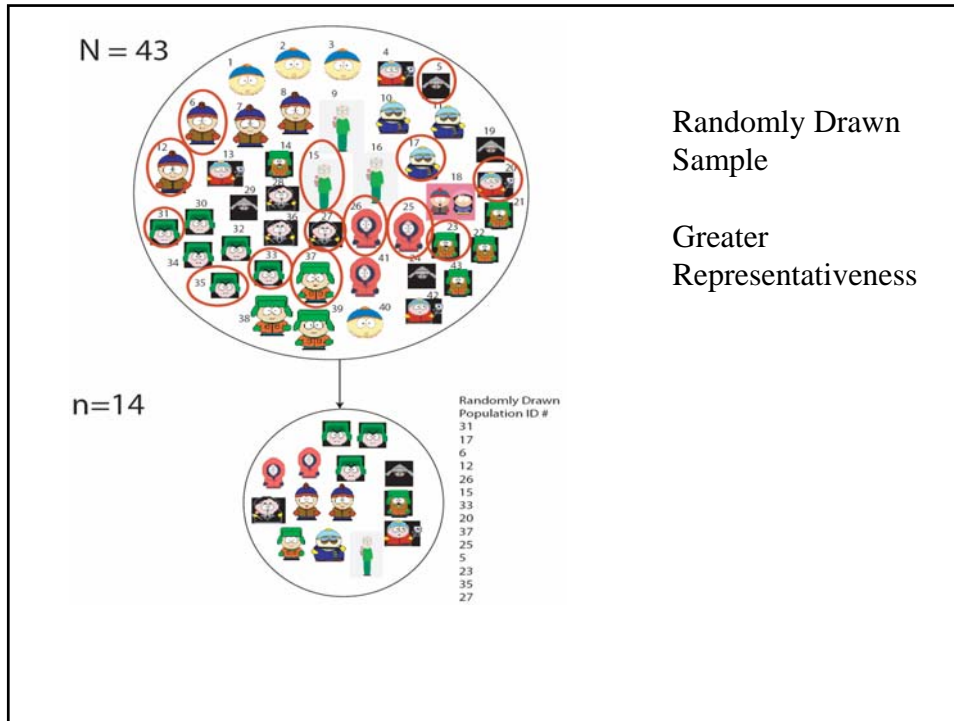
- **Mundane Realism** - does it look like the real world
- **Experimental Realism** - are people involved/engaged in the same way as real world situation of interest. (Does it feel real to the participants)
- **Psychological Realism** - does the process being studied involve the same psychological process as the real world

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2. External Validity

Representativeness - Does the sample represent population. Established through **random sampling**. (Difficult to do, we rely heavily on convenience samples)





1. Internal Validity Cont.

	Realism			
	Representative.	Mundane	Experimental	Psychological
Surveys				
Observation				
Experiments				
- Lab				
- Quasi				
- Field				

1. Internal Validity Cont.

	Realism			
	Representative.	Mundane	Experimental	Psychological
Surveys	High?	Low	Low	High
Observation	Low	High	High	High
Experiments				
- Lab	Low	Low	High?	High
- Quasi	Low	High for QEV	High?	High
- Field	Low	High	High	High

B. Ethical Issues

-Hitler and American Racism

- The Nuremberg Code 1947
- The Tuskegee Studies (1930-1972)
- The Milgram Studies
- The Zimbardo Studies

B. Ethics Continued

APA Ethical Guidelines established in 1972

-Minimal risk - no risk beyond that encountered in daily life

-At Risk & The Risk Benefits Analysis

-Informed Consent - all participants must agree to participate after being told about all procedures of the study and of their freedom to withdraw.

B. Ethics Cont

Deception-

- Informed Consent vs. Experimental/Functional Realism
- Omission - don't tell exact what will be done and why (e.g. don't tell about different experimental conditions)
- Active deception - lie about what is happening or Participants are unaware of their participation in a study
 - Risk vs. Benefits Analysis

Complete Debriefing -

- fill in omitted details
- Informed Consent after the fact