

SELECTION AND APPLICATION OF APPROPRIATE RESEARCH METHODS

This was covered on the Research Methods part of the AS level course, and you will need to ensure that you are familiar with the material that was covered. There are many different research methods used by psychologists. These include:

Experiments (Laboratory, Field, and Natural)

Correlational analysis

Observation (Participant and Non-Participant)

Questionnaires

Interviews

Case studies

Note that Psychology desperately wants to be a science, and so the **experiment** is viewed as the most powerful method (remember, it is the only method that allows **cause and effect** to be inferred). However, the other methods all have their strengths (as well as their weaknesses), and which method is best depends on the **hypothesis** that is being tested. Indeed, some research often uses more than one method (e.g. a laboratory experiment which uses a questionnaire).