

When the experiment more objective, more valid

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When it comes to researching information in Psychology there are different methods that are used. The methods can be experimental and non-experimental.

In the experiment, an independent variable is manipulated and the dependent variable is measured. Any other variables are able to be controlled. The positive of the experiment would be that the views and opinions researcher should not affect the result of the study, this makes the experiment more objective, more valid and less bias. Firstly, there are three types of experimental methods and the first one is Controlled experiment. This is carried in well- controlled environment.

The researchers is able to decide on when the experiment will take place, what time it will happen, what participants will take part, in what circumstances and using a standardized procedure. When it comes to participants, they are all randomly allocated to each of the independent group. For example, Milgram's experiment (1963). Stanley Milgram, a psychologist at Yale University, conducted an experiment focusing on the conflict between obedience to authority and personal conscience. Stanley Milgram was interested in how easily ordinary people could be influenced into committing atrocities, for example, Germans in WWII.

“ Instead, Milgram wanted to investigate participants' willingness to go along with the experimenter's instructions. Would they deliver what appeared to be lethal shocks to a stranger, simply because this was what another stranger required them to do in the context of a mundane science experiment? “ This shows that Milgram (1963) was interested in researching how far people

would go in obeying an instruction if it involved harming another person. The strength of the controlled experiment is much easier to replicate rather than non-experimental method. This is because the standardized procedure is used in the experiment. Also, they allow for precise control extraneous and independent variable. However, the limitations of the controlled experiment are that the setting may cause unwanted behaviour that would not reflect to the real-life setting. This means that it would be much harder to generalize the findings.

The second method in the experiment would be field experiments, this is carried out in everyday life of the participants. When the experiment happens, the experimenter is still able to manipulate the independent variable, but in real life scenarios, however they are not really able to control the extraneous variable. For example the strength of this experiment would be that the field experiment is more likely to reflect the real-life setting, this is because it happens in natural everyday setting. Another advantage would be that there would be less likelihood of demand characteristics affecting the field experimental results, this is because participants would not know that they are being studied, also it would be much harder for another researcher to replicate this study exactly the same.

This is because the setting would not be the same and the participants would most likely to react differently.