

What is naturalistic observation

Psychology



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Psychology: Research Methods Answer A) Archival research is a form of correlational study which involves establishing relationships between factors which can either be positive (an increase in one variable causes an increase in the other), negative (an increase in one variable decreases another) or non-existing (there is no correlation between the variables). The correlation coefficients lie between -1 (negative), 0 (no correlation) and +1 (positive correlation). Archival research involves scrutinizing studies conducted at an earlier time period or by making use of records collected at an earlier point in time, such as using a Hospital's database to undertake a study regarding the prevalence of a certain disease (Cherry, 2012). The question of the study is that men use more declarative statements while writing emails while females use more questions. The idea of the study is to establish a relationship between gender and the types of statements used. The advantage of using the archival method in this case is the ready availability of data through a database which cannot be manipulated by the researcher, since the emails would already have been drafted. Another advantage is that vast amounts of data can be analyzed for this study, giving more reliability and validity to the results. This method of research is cost effective too; since existing databases are being used to conduct research, the cost of data collection and the time spent collecting data is saved. The advantage of using an unobtrusive method of research is that the participants are actually unaware of being a part of the research and hence will write emails in their usual style which can help evaluate whether or not the hypothesis holds true (Bessant & Watts, 2001). Answer 1 (B) The research question involves establishing a correlation between two variables to evaluate the changes in one as a result of change in another, i. e. as the gender of the sender differs

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so does the style of the statements. However, the data collected for this particular research will be discrete data and the strength of the correlation cannot be established, since there is no possibility of determining the “strength” of gender or of the statements used. Another disadvantage is that there is no control over the means and methods of data collection. There is a possibility that the data may have been collected for some other purpose, because of which specific findings cannot be drawn. Another disadvantage of conducting archival research for this particular research hypothesis will involve reading through many emails to determine the type of statements used which will increase the time spent analyzing the data. Using archival research, especially of personal communication such as email entails a question of privacy, protection of intellectual property and raises ethical dilemmas. Researching by reading emails to determine gender specific statement styles would involve a breach of privacy which may also be a punishable offence unless prior permission is obtained; but in case such permission is requested, there is a possibility that the research participants may not write in their natural style (Bessant & Watts, 2001). Given the sensitivities involved in analyzing personal communication, archival research, although may provide access to the data source may involve breach of personal space, hence is not the ideal method of research for this particular hypothesis. Answer 2 (A) Naturalistic Observation in psychology involves actively studying subjects in their natural environment without interference. This method is more commonly used in social sciences and psychology (Fournier, 2010). Given the hypothesis related to the time spent by shoppers in purchasing goods, naturalistic observation will help produce generalizable results, i. e. those valid across a large population (Cherry, n. d)

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since the participants will be studied in their natural shopping environments. Naturalistic observation may bring to light other factors which influence purchase behaviors (Keegan, 2009). Naturalistic observation allows the researcher to study a behavior which cannot be tested under laboratory conditions. Answer 2 (B) The disadvantage of using the naturalistic observation method is that under the general environment, it is difficult to determine the cause of a particular behavior, since many variables may be influencing the buying decision. For instance, some people may spend a certain amount of time on purchasing a certain type of good not because of the price, but perhaps because of the variety and alternate options available, the quality associated with two or more competing brand names etc. Also, when the individuals in the sample know that they are being observed, there are chances they would behave differently which might compromise the outcome of the research (Cherry, n. d). Naturalistic observation also raises the question of ethics, since if the research is undisclosed, no consent will have to be obtained but will infringe the respondent's personal space (Keegan, 2009). Another disadvantage of naturalistic observation is that it is open to interpretation and the same behavior may be interpreted differently by different observers. Answer 3(A) Survey method of research is a technique that is used to gather data by asking questions to a sample of people who are expected to have relevant information. (Survey Method) The advantage of using the survey method to investigate the likelihood of success of a Latino candidate is that the researcher can obtain clarity as to the opinions of those representing the population. Questionnaires or interviews are easy and cost effective to administer and also promise the researcher the ability to study the factors influencing the voters' choice of a

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candidate. Answer 3 (B) The disadvantage of using the survey method, however is that factors which may contribute to the popularity of the candidate may be ignored if a question related to that factor is not incorporated in the survey instrument (Barribeau, et al., 2009). Answer 4 (A) A case study is an in-depth investigation of an entity such as a person, group, society etc. which allows the researcher to study a topic in much more detail than allowed by other methods of research (Mcleod, 2008). The advantage of using a case study to examine a mother's experience of bringing up a child with autism is that it provides rich information with respect to the various phases of the growth of the child and the parent's experience in those phases which can also help develop avenues for further research (Mcleod, 2008). Answer 4 (B) The disadvantage of using the case method of research for this particular research question is that the findings may not be generalized since the observations and the parents' experiences will vary on a case to case basis (Mcleod, 2008). Answer 5 Research opens avenues for developments in all fields of life which is beneficial for all creations. However, in order to fully benefit from the research and its outcomes it is important to conduct research ethically. There are several considerations that must be taken into account while undertaking any research. In cases where the research involves human beings, there is a need to consider their safety. The researcher must observe the process at all times to prevent any accidents or injury to those who are a part of the research. There the researcher must take adequate precautionary measures as dictated by scientific protocols. The researcher must have in place necessary arrangements to tackle any accidents, such as a fire or other circumstances. Another concern that must be addressed is the consent of

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the participants. The researcher must obtain permission from all individuals or groups that are a part of the research. In case of the research involving minors or those incapable of granting permission, it should be sought from their guardians (Callahan & Hobbs, 1998). All research participants have a right to confidentiality which means that the identity of the participants must not be disclosed at any time. However, where there is a need to study pre and post treatment results (in psychology or clinical medicine) this consideration becomes difficult to address. Also the test and control group phenomena may mean that at times, in case of a successful medicinal trial the control group may be denied access to the treatment which infringes the rights of equality of those who are a part of the control group (Trochim, 2006). With regards to the publication of research, concerns may arise in areas of copyrights and the use of data collected. An ethical concern that must be addressed is that of plagiarism, which occurs when a researcher presents the works of another as his own without giving due credit to the originator of the idea. With respect to the data to be used in a research there is a need to preserve the integrity of data. Concerns arise when the researcher feigns data as it may pollute the outcome of the research (Office of Research Integrity, 2011). These are some of the ethical concerns which have to be addressed when undertaking research and publishing its results. Researchers must take due care to honor the basic protocols of a safe research. Bibliography Barribeau, P., Butler, B., Corney, J., Doney, M., Gault, J., Gordon, J., et al. (2009). Survey Research. Retrieved April 19, 2012, from Writing @ CSU: <http://writing.colostate.edu/guides/research/survey/com2d1.cfm> Bessant, J., & Watts, R. (2001). Sociology Australia (2 ed.). Allen & Unwin. Callahan, T. C., & Hobbs, R. <https://assignbuster.com/what-is-naturalistic-observation/>

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