

The scientific methods psychologists use

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Lecturer: The Scientific Methods Psychologists Use Natural observation

Natural observation is a non-experimental analysis used by psychologists, and it involves observing subjects in the real settings. The researcher inspects and documents the behavior of the matter in the real life settings. The method has varied advantages including providing first-hand information to the researcher, which is not biased, the researcher assess varied things without controlling the changes that occur, and it supports the external research validity. The method is also effective because it does not generalize the subjects when carrying out research study. However, it observes the findings that occur only in the natural settings. However, the method sometimes cannot provide clear information because of certain reactions when the researcher is dealing with numerous variables. Different observers may draw varying conclusions from the same observed subjects. Sometimes, individuals may behave in a manner in order to enable the researcher to conform what he or she expected.

Laboratory

Laboratory research method is a research method that enables researchers to control variables through performing experiments and measurements. The psychologist makes experiments by repeating the presentations and dimensions in order to control the desired outcomes. It is advantageous because the researcher can control the confounding variables easily and the experiment takes place in highly natural settings. The researcher can easily replicate the experiments, and it is easy to establish the cause as well as the effects. However, it is advantageous because it requires effective laboratory skills and it consumes time. It also takes place in the artificial settings; hence effected by tiresome practicality.

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Case study

The case study is a research technique in psychology that entails the use of descriptive measures in order to investigate the subject in details. The psychologists employ varied techniques including personal interviews, archival documentation, direct inspection and psychometric experiments. The method is advantageous because the psychologists can develop a narrative hypothesis effective for testing the hypotheses. The psychologist can provide effective and detailed descriptions of information; thus making further research analysis. However, the technique has few disadvantages. One of them is that the researcher is unable to draw the cause and effect for testing hypotheses. The method enables the researcher to develop or explore varied issues, offer solutions and develop problem-solving skills. It is also difficult for the researcher to simplify the results to a wider area of study. Therefore, it is not effective because insufficient data can lead to inappropriate findings and the specimen is likely to change when observing them closely.

Survey

Survey is a scientific research method of attitudes, values and behaviors of individuals in their natural environment. It involves the use of telephone or personal questionnaires, use of library research materials and use of structure or semi structured interviews. The researcher sometimes uses sampling techniques in order to examine the behaviors of individuals in the targeted population. The method is advantageous because it enables the researcher to identify the significant variables and the researcher does not require conscious endeavor to intervene in determining the causality. It enables the researcher to identify significant variables; thus increasing

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understanding and providing change through learning. The problem with the method is that there is generosity and biased research findings. The research interpretations are made based on the researcher's opinion; thus, it is difficult to determine in case the findings are accurate.