

Psychology

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Psychological Research Methods Affiliation The thrust of psychological research is the failure of psychologists to contain new phenomena with their existing knowledge (Maniacs, 1983). Conducting research is a proper and orderly exercise for the subsequent reasons. First, conceptual skills are deployed to propose a theory for the to-be-explained phenomenon. Secondly, deductive logic is used to derive the research hypotheses from theory. Third, researchers collect data thoroughly according to arrangement. Fourth, inductive rule that underlies experimental plan makes it probable to rule out possible interpretations of the data. Fifth, correct statistical events are used to tabulate and examine the information. Lastly, deductive logic is used to describe hypothetical conclusion. In short, the accomplishment of the research procedure depends on a union of theoretical, meta-theoretical, procedural, and statistical skills (Maniacs, 1983).

Research methods available to psychologists fall into three categories: non-experimental, experimental, and quasi-experimental.

Non-experimental Methods

This research is without applicable evaluation baseline (Maniacs, 1983). It majorly focuses on interview, observation, measurement, or formalistic replication method. For instance, interview is used to gather information by talking to interviewees. No prearranged subject is used in the unstructured interview with open-ended question, and interviewees determine the depth and manner of the answers (Maniacs, 1983). In contrast, the interviewers ask the participants a set of questions in specific order in the structured interview. In addition, interviewees are given specific instructions as how to answer the questions like yes-no, agree-disagree (Maniacs, 1983). When structured interview is administered in printed form, psychologists are

administering questionnaire.

Using questionnaire, psychologists may use mixture of fixed question, yes-no, rating-scale to collect information. Despite of which process is used, psychologist may ask direct or indirect questions.

Experimental

Experimentation requires an understanding of the relationship between a variable and its levels. Experimenters have to consider four of variables: independent, control, dependent and extraneous variable (Meehl, 1967). For instance color is a variable in the sense that it is identified as black, white or green. The electromagnetic wavelengths used to represent the variable color are its values. Hence red, yellow, blue, yellow are three values of the color. In conducting experiments, psychologists manipulate the independent variable and measure the dependent variable while holding the control variable constant (Meehl, 1967).

The Quasi-Experiment

This method uses confounding variable. Suppose that the quasi-experiment is about the effect of color on employees' moods in a department store (Show, 1992). Psychologist possibly will not have comfort of being able to give subjects arbitrarily to the three color conditions; color is confounded with the type of clientele. For the most part important to methodology is the fact that the three color condition differs in more than color. Consequently any, any difference in the employees' moods among three conditions cannot be ascribed clearly to the variation in color. Existence of confounding variables distinguishes between experiment and quasi-experiment (Chow, 1992).

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