**RESEARCH METHODOLOGY**

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|  \* Exploring cause and effect\* Control groups, experimental groups \* IV and placebo groups \* DV\* Operational definitions \* Confounding variables\* Hypothesis and null hypothesis**EXPERIMENTATION IN PSYCHOLOGY**\* Experimenter bias and \* Sampling of a population double blind procedures  \* Random assignment to groups \* Replication | \* Ethical guidelines \* Naturalistic Observation \* Case Studies \* Correlational Research**OTHER RESEARCH METHODS**\* Survey Methodology \* Longitudinal Studies - Demand characteristic \* Cross-Sectional - Social desirability bias Studies - Framing - Representative sample |
| \* Descriptive vs. Inferential statistics\* Statistical Significance\* Probabilities, and The Gambler's Fallacy**STATISTICS IN PSYCHOLOGY**\* Correlation vs. Causation\* Positive correlation \* Correlation coefficients\* Zero correlation and scatterplots\* Negative correlation | \* Frequency Distributions\* The normal curve \* Positive Skews \* Percentiles \* Negative Skews\* Variance and The Standard Deviation**MORE STATISTICS IN PSYCHOLOGY**\* Measures of Central Tendency:- Mean - Median- Mode\* Regression to the mean |