**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 |