

History I

AP Psychology

✓

★ STATISTICAL SIGNIFICANCE ★

$p = 7.5$

95% chance the difference is not pure chance!

Remind lol:

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socialstudies.weebly.com

RESEARCH METHODS

- ① **EXPERIMENTAL DESIGN** - "EXPERIMENTS"
 - CONTROLLED
 - MANIPULATED +
 - GROUPS (RANDOM ASSIGNMENT)
 - CAUSATION!
- ② **SURVEYS**
 - POLLS, SELF-REPORTING
 - SOCIAL DESIRABILITY
 - DEMAND CHARACTERISTIC
- ③ **NATURALISTIC OBSERVATION**
 - CONFEDERATES
 - OPERATIONAL DEFINITIONS!!!
- ④ **CORRELATIONAL STUDIES**
 - POSITIVE/NEG.
 - STRONG C.C. = .5 (+/-)
 - TWO DATA SETS
 - NO CAUSATION
- ⑤ **CASE-STUDY**
 - 1 PERSON/EVENT ANALYZED
- ⑥ **LONGITUDINAL STUDIES**
 - Study that takes place over YEARS w/ PERIODIC CHECKS
 - MAY BE ONLY 1 GROUP.
 - LONG-TERM!

- ⑦ **CROSS-SECTIONAL**
 - EXAMINES DIFFERENCES BETWEEN DEMOGRAPHICS
 - EX - 20 year-olds
 - 40 year-olds
 - 60 year-olds
 - 80 year-olds

WIN6

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64;
DIES,

37

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