Research Methods in Psychology 3

Qualitative *(kwol–it–ate–iv)*
descriptive data that is non-numerical. provides detailed information from questions, especially "why?".

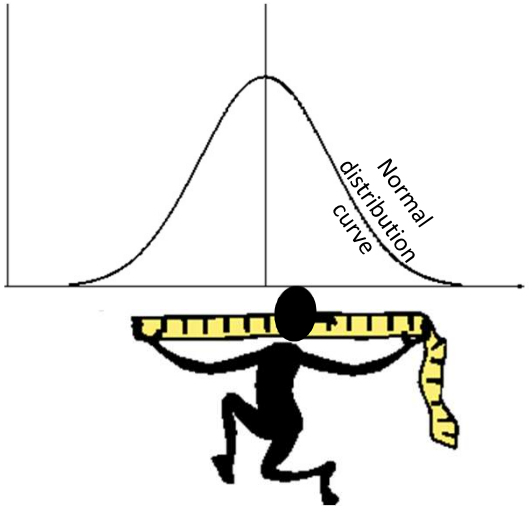
Quantitative *(kwont–it–ate–iv)*
data that represents how much, how long, how many; all about numbers.

The **mean** average**:** add together the values in a set of scores & divide by the number of values.

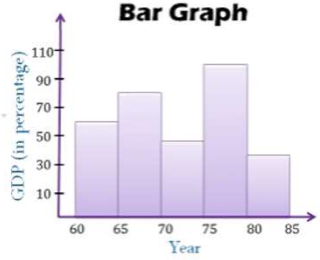
The **median:** arrange all the values in order from the lowest to highest. Then find the middle value.

The **mode:** the most frequently occurring score.

The **range:** the difference between the highest and lowest set of scores.

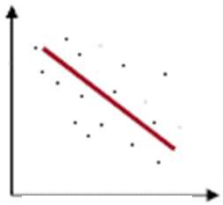


Bar Graph

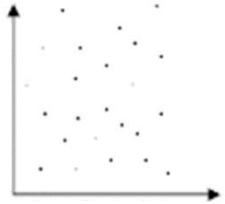


Histogram

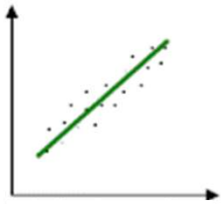
Correlations – associations or relationships between two variables.



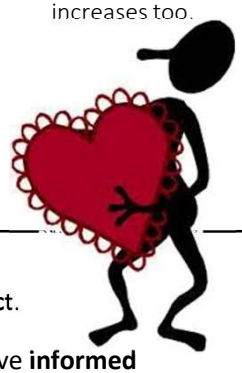
Negative
When one variable increases, the other decreases.



No correlation
There is no relationship between the variables



Positive
When one variable increases, the other increases too.



Ratio: relative sizes of two or more values.
If we had 15 boys and 12 girls and we wanted to compare this as a ratio, this would be 15:12. its simplest form this would be 5:4 because we can divide both sides by 3.

Fraction: to express part of a whole number.
For example, if we had a group of 20 boys and 15 of those produced an action, the fraction would be 15/20 or 3/4 in its simplest form.
As a decimal, this may be expressed as 0.75 as the total or whole amount is always represented as 1. The number of boys that did not produced an action would, therefore, be 0.25

Percentages: expressing as part of 100
So 50/100 would be expressed as 50% (percent). This is sometimes used in psychology to express how often something happens.

British Psychological Society **Ethical** guidelines:

These are needed when WHAT THE RESEARCHER NEEDS TO DO to answer their question and RIGHTS OF PARTICIPANTS are in **conflict**.

- Respect: unfair or prejudiced practices are avoided. Data collected is **confidential** and **anonymous**. Participants should give **informed consent**. Ppts are told what the study is about **prior** to taking part. **Deception** must be avoided although this is sometimes difficult. They should also be aware of their **right to withdraw** from the study at any time.
- Competence: Psychologists should maintain **high standards** in their professional work. They should only give advice if they are **qualified**.
- Responsibility: Researchers must **protect participants** from **physical** and **psychological harm**. The risk of harm should be no greater than what they would expect from everyday life and their wellbeing should not be at risk. Ppts are **debriefed**, especially when deception is used.

1. **Confidentiality** – data from participants is only shared between researchers and not made public. Topics can often be very personal & private.
2. **Anonymous** – it should be impossible to identify individual ppts, they are often given numbers or names are changed in the report.
3. **Informed consent** – participants should know what the study is about and give permission before they take part in the study.
4. **Deception** – in some research, it is necessary to withhold some information, but it should be avoided wherever possible.
5. **Right to withdraw** – ppts should be aware at the start that they have the right to stop (being involved in the study) at any time.
6. **Protect participants from physical and psychological harm** – people in the study should not be under more stress than their normal life.
7. **Debriefing** – a conversation/interview to explain the study to the participants. Very important if experimenter deceives ppts in the study.