

# Research Methods

- I. Evaluating the quality of research
  - A. Internal validity
  - B. External validity
    - 1. Generalization to other situations
      - a. Mundane realism
      - b. Psychological realism
    - 2. Generalization to other people
      - a. Replications
- II. Other research details
  - A. Cover story
  - B. Confederate
- III. Is Social Psych common sense?
  - A. Hindsight bias
- IV. Ethical issues
  - A. Institutional review boards (IRB)
    - 1. Acceptable risk
    - 2. Informed consent
    - 3. Debriefing
- V. Publishing Research