

Intro & Research Methods

- I. What is social psych?
 - A. Differences from sociology & personality psych

- II. Terms
 - A. Theory, Hypothesis

- III. Observational method
 - A. Advantages & Disadvantages

- IV. Correlational method
 - A. Advantages & disadvantages

- V. Experimental method
 - A. Helping example
 - B. Independent variable
 - C. Dependent variable

- VI. Evaluating the quality of research
 - A. Internal validity
 - 1. Random assignment
 - 2. Control other factors
 - a. Confound

3.

B. External validity

1. Generalization to other situations

a. Mundane realism

b. Psychological realism

(1) cover stories

(2) confederates

2. Generalization to other people

a. Replications

VII. Ethical issues

A. Institutional review boards (IRB)

1. Acceptable risk

2. Informed consent

3. Debriefing