

Research Methods part 2

1. Ethical Issues (From last week)
 - a. Institutional Review Boards (IRBs)
 - i. Acceptable risk
 - ii. Informed consent
 - iii. Debriefing

2. Evaluating the quality of research
 - a. Internal validity
 - i. Importance of random assignment
 - ii. Importance of holding all other factors constant
 - iii. What is a confound

 - b. External validity
 - i. Generalization to other situations
 - (1) Role of mundane realism
 - (2) Role of psychological realism
 - ii. Generalization to other people
 - (1) “Problem of the college sophomore”

3. Need to do multiple experiments

4. Is social psychology common sense
 - a. Hindsight bias

5. Publishing research