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