

Social Psychology

Methods of Research in Social Psychology

- **EXPERIMENTATION**
- **SYSTEMATIC OBSERVATION**
- **FIELD STUDY**
- **SURVEY**
- **CORRELATION**

Methods of Research in Social Psychology

- **CORRELATION METHOD:** a method of research in which a scientist systematically observes two or more variables to determine whether changes in one are accompanied by changes in the other.

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- **CORRELATION METHOD**

- *predication* of a variable from information about another variable
- *ranges* from *-1 to +1*
- *strength of correlation*
- *direction of correlation*

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- **CORRELATION METHOD**
 - correlation does **not imply causation**

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- **CORRELATION METHOD**

ADVANTAGE: may be used in natural settings & highly efficient

LIMITATION: does not explain cause-and-effect relationships
between variables