

# **Social Psychology**

# Methods of Research in Social Psychology

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

# Methods of Research in Social Psychology

- **EXPERIMENTAL METHOD:** A method of research in which one or more factors (the independent variables) are systematically changed to determine whether such variations affect one or more other factors (dependent variables)

# Methods of Research in Social Psychology

- **EXPREIMENTAL METHOD**

- *AIM* is to establish **cause-and-effect relationships** between variables
- *Explains* the "why" of behaviour studied

# Methods of Research in Social Psychology

- **EXPERIMENTAL METHOD - Steps Involved**
  - Step 1: Random Assignment of participants
  - Step 2: Presence or strength of a variable systematically  
manipulated/varied
  - Step 3: Effect of systematic variation studied on another variable

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- **EXPERIMENTAL METHOD - Steps Involved**

- Step 1: Random Assignment of participants to different groups  
(experimental & control group)
- Step 2: Presence or strength of a variable systematically  
manipulated/varied across different groups
- Step 3: Effect of systematic variation studied on another variable

# Methods of Research in Social Psychology

- **EXPERIMENTAL METHOD - Important Concepts**

**Independent Variable:** The variable that is systematically changed (i.e., varied) in an experiment.

**Dependent Variable:** The variable that is measured in an experiment.

**Confounding Variables:** The variables other than IV that may influence the dependent variable, or bring about a change in it.

**Control Variables:** The variables capable of influencing the IV when kept constant are called control variables.

**Experimental group:** the group which receives IV manipulation

**Control group:** the group which exactly matches the experimental group except for the IV manipulation

# Methods of Research in Social Psychology

- **EXPERIMENTAL METHOD**

ADVANTAGE: establishes **cause-and-effect relationships**

LIMITATION: low in **external validity**