

Social Psychology

Methods of Studying Social Behaviour

- **Scientific in nature**
 - set of **values** (accuracy, objectivity, scepticism, open mindedness)
 - set of **methods**

Methods of Research in Social Psychology

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

Methods of Research in Social Psychology

- **SYSTEMATIC OBSERVATION:** a method of research in which behaviour is systematically observed and recorded

Methods of Research in Social Psychology

- **SYSTEMATIC OBSERVATION**
 - *Selection* of a behaviour to be studied
 - *Recording* of behaviour
 - *Analysis* of observations

Methods of Research in Social Psychology

- **SYSTEMATIC OBSERVATION**

- researcher simply **observes and not change** the behaviour being observed

- **tries not to influence the observed** (remaining hidden, unseen, imperceptible)

Methods of Research in Social Psychology

- **SYSTEMATIC OBSERVATION**

ADVANTAGE: behaviour studied in **real settings**

- LIMITATION: **not very cost effective**