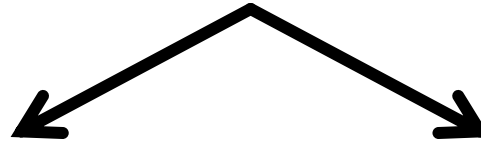
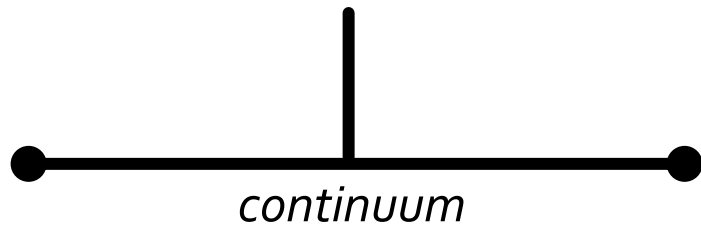


Collecting Correlational Data



Surveys

Observation



face-to-face
interview

anonymous,
web-based
questionnaire

high reactivity

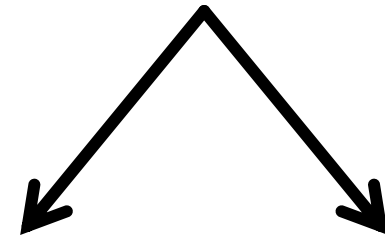
medium reactivity

medium realism

low realism

high exptr bias

low exptr bias



naturalistic

participant

no reactivity

high realism

low exptr bias

high exptr bias

Observational Methods

- 1) Naturalistic Observation

*studying behavior in everyday environments
without getting directly involved*

key threat: **reactivity** (i.e., getting caught watching)

note: the solution to this potential problem is not
always to conceal the measures and/or yourself
(e.g., Jane Goodall)

secondary threat: **observer bias** (type of exptr bias)
*when the beliefs and/or expectancies of the observer
(consciously or otherwise) influence what is recorded*

Observational Methods

- 2) Participant Observation

studying behavior from within the target group

key threats: **reactivity** (getting caught)

plus (standard) **experimenter bias**

the only (partial) solution to this potential problem is to employ naïve, but trained observers (e.g., Leon Festinger)

secondary threat: **observer bias**

Countering Observer Bias

- observer bias (subtype of experimenter bias)
when the beliefs and/or expectancies of the observer (consciously or unconsciously) influence what data are recorded

new solution(s):

use multiple observers – inter-coder reliability
must be .90 or better

prevent observer overload (opens door to bias)

checklists – can only record certain things

time sampling – only record in “windows”

event sampling – as only after certain events

Ethics of Observational Methods

the general rule (in force now) on observing people without their explicit consent is that it:

must only occur when and where there is no reasonable expectation of privacy

therefore, you cannot replicate the 1938 study where observers hid under beds in dorm rooms, etc

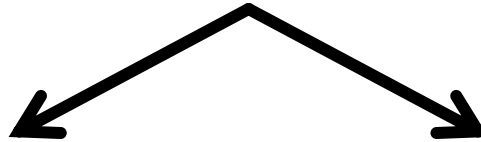
naturalistic observation can only be done in public

it is difficult to get approval for participant studies

can't do participant studies without consent (not public)

and "misdirected consent" is rarely approved

Choosing a Correlational Method



Surveys

Observation

What are you trying to measure?

Is reactivity a serious problem? Is realism important?

Are you willing to invest time/effort?