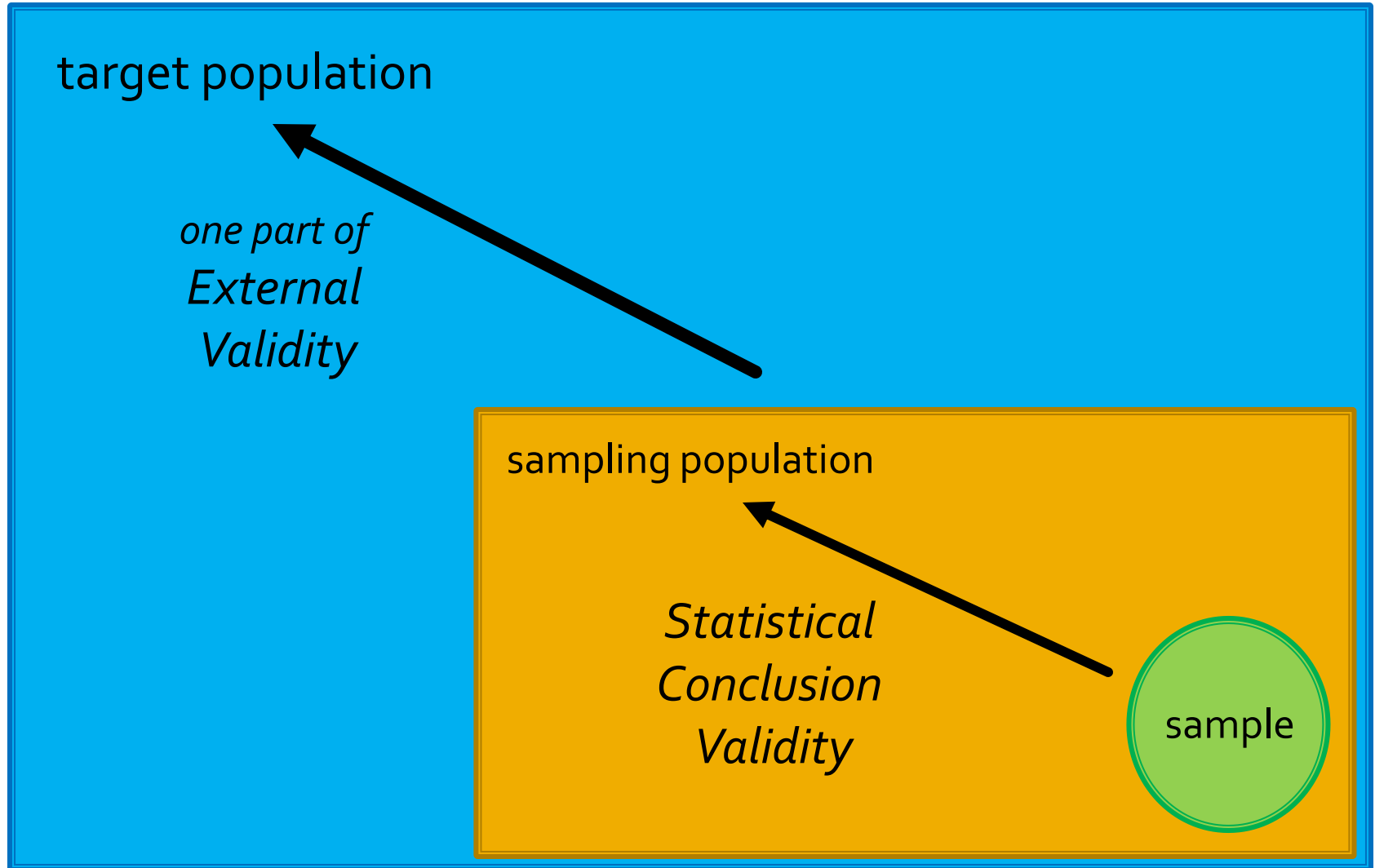


External vs Stats-Con Validity



Minimizing the Need for **External Validity**

- External Validity – *the extent to which the results (from an experiment or study)(and, therefore, the conclusions) will generalize to other situations (i.e., other people, places, and times)*
- Option 1: reduce the threats to external validity
- Option 2: reduce the need for external validity

Sampling

- Convenience Sampling

use easily-recruited subjects (e.g., street; Elem Ψ Pool)

- Probability Sampling

when each person in the population has a definable probability of being sampled

why this matters:

Sampling

- two (main) versions of probability sampling

1) simple random sampling

no specific attempt is made to ensure that the sizes of the groups in the sample match those in the pop.

- just sample random people without being biased

subtypes

Sampling

2) stratified random sampling

the sizes of the groups in the sample are (in some way) controlled

- *don't just sample random people*

subtypes:

proportional:

non-proportional:

Sampling

how do you choose a method?

ask yourself how important it is to have a sample that accurately represents the target population

if “not very”: convenience

if “sort of”: simple random sampling

if “very”: stratified random sampling

then make sure that the method you selected won't run into any statistical issues

Sampling

what if matching the population is “very” important, but the population is huge and/or very spread out?

use Cluster Sampling

when people are conveniently pre-grouped via an irrelevant variable

and random sets of these groups are used

(non-human) **Animal “Models”**

- it's a odd mix of “person” and context specificity
background research first demonstrates a parallel between a particular non-human and people ***in a particular situation*** (e.g., implicit learning, vision)
from then on, this particular non-animal is used (often in experiments that cannot be done on people), but only in situations for which the animal model has been validated