

## Scientific Methods

Santrock Chapter 2 (32 points possible)

### Descriptive Research

1. Define and give advantages and disadvantages of each of the following: (2 points each)
  - a. Laboratory Observation
  - b. Naturalistic Observation
  - c. Surveys based on questionnaires and interviews
  - d. Standardized tests
  - e. Case studies
2. What is the purpose of correlational research? Give an original example of how a significant positive and negative correlation might be used. (2 points)
3. Give an example of two variables that are correlated but do not have a causal tie between them. (2 points)

### Experimental Research

4. Define and give an example of each of the following: (2 points each)
  - a. independent variable
  - b. dependent variable
  - c. experimental group
  - d. control group
  - e. random assignment
  - f. experimenter bias
  - g. placebo effect
  - h. double blind
5. What are inferential statistics and why are they used? What is generally accepted as statistical significance in psychological research? (2 points)

### Understand and be able to apply the following:

1. median
2. mode
3. mean
4. range
5. standard deviation