



## Research methods 6: experiments - evaluation

**Module**

**PSYB2**

**PSYB1**

**Sections A, B & C**

**Section C**

**Important:** this material is examined on **both AS modules**. On **PSYB2** it is examined through the social psychology (social influence), cognitive psychology (remembering and forgetting) and individual differences (anxiety disorders) topics. On your PSYB2 paper, **one** of the three topics (you cannot predict which) will contain questions that test your knowledge and understanding of research methods, to the value of **6 marks** (10% of the marks available). On your **PSYB1** paper, there is an entire section on research methods, to the value of **20 marks** (33% of the marks available).

### What we will be learning about

In this topic we will look at the strengths and weaknesses of the experimental method as a whole and consider the contribution it can make to psychological knowledge. We will be revisiting a range of research from the social, cognitive and individual differences topics.

### What you could be tested on

|                                 | A01 – knowledge & understanding   | A02 – application, analysis & evaluation  | A03 – methods, statistics & ethics (how science works)   |
|---------------------------------|---|---|--|
| <b>You must be able to...</b>   | <b>Define</b> reliability and validity.<br>Outline the generic advantages and disadvantages of the experimental method.   | <b>Distinguish</b> between reliability and validity.<br><b>State</b> the likely strengths and weaknesses of a given experimental study.   | <b>Demonstrate</b> these knowledge, understanding and skills in the context of material drawn from the PSYB2 topics (social, cognitive, individual differences). |
| <b>You should be able to...</b> | <b>Outline</b> the design factors likely to affect the reliability/validity of an experiment.<br><b>Describe</b> the relative/conditional advantages and disadvantages of different ways of conducting experiments. | <b>Assess</b> the strengths and weaknesses of a given study in terms of an analysis of the experimental methods/design used.<br><b>Evaluate</b> studies in terms of their reliability/validity. | As above.  |
| <b>You could be able to...</b>  | <b>Explain</b> conditions under which experimentation is possible, desirable and necessary.   | <b>Suggest</b> improvements that would maximize the reliability/validity of a given experimental study.   | As above.  |