



Research methods 1: designing studies

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 consider how general research questions are refined into aims, and how psychologists identify and select participants to take part in their studies. 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)
You must be able to...	Explain what a research question and an aim are. Define general population, target population, sample. Outline sampling methods: opportunity, random, stratified and systematic.	Distinguish between research questions and aims. Analyse research examples to identify target populations and samples. State whether different samples are likely to produce representative samples.	Demonstrate these knowledge, understanding and skills in the context of material drawn from the PSYB2 topics (social, cognitive, individual differences).
You should be able to...	Outline the concept of representativeness. Explain how to obtain opportunity, random, stratified and systematic samples.	Suggest research questions and aims for given situations. Distinguish between general population, target population and sample. Assess the strengths and weaknesses of different sampling methods.	As above.
You could be able to...	Explain the relationship between the sampling method used and the representativeness of the resulting sample.	Suggest research questions and aims of own devising. Evaluate studies using knowledge and understanding of sampling methods.	As above.

