

Coursework – Design Decisions

Your Research Design

Which **research method** are you using (e.g. lab experiment, field experiment, survey, observation, content analysis)?

Why is this an **appropriate** research method for your study?

Which **research design** are you using (e.g. independent measures, repeated measures, correlational?)

Why have you chosen to use this design?

What sorts of things are likely to go wrong in your study that will affect the validity of your data? You need to think about demand characteristics and socially desirable responses, experimenter effects and any possible confounding variables that could affect the results you obtain.

For each of the potential problems you have identified, what steps will you take to prevent them from becoming a problem?