

Demand characteristics		Qualitative			Dependent variable
	Field		Experiment		Socially desirable responses
		Overt	Questionnaire survey		
Interview		Operationalisation		Observation	Laboratory

		Correlational study		Alternative hypothesis	Opportunity sampling
Central tendency			Demand characteristics	Structured	
		Ecological validity	Quantitative		
Closed	Independent variable	Random sampling			Covert

Experiment	Researcher bias		Representativeness	Scatterplot	
					Questionnaire survey
	Alternative hypothesis		Observation	Dispersion	
Controls	Closed	Demand characteristics			Dependent variable

Alternative hypothesis		Correlational study			Structured
	Interview		Independent variable		Closed
		Experiment	Central tendency		
Demand characteristics		Socially desirable responses		Quantitative	External validity

		Field		Random sampling	Internal validity
Controls			Observation	Alternative hypothesis	
		Open	Qualitative		
Questionnaire survey	Operationalisation	Demand characteristics			Dependent variable

Dispersion	Laboratory		Coefficient	Alternative hypothesis	
					Demand characteristics
	Correlational study		Quantitative	Experiment	
Researcher bias	Representativeness	Interview			Closed

Independent variable		Demand characteristics			Central tendency
	Observation		Correlational study		Alternative hypothesis
		Interview	Overt		
Scatterplot		Quantitative		External validity	Questionnaire survey

		Controls		Internal validity	Experiment
Open			Dispersion	Structured	
		Dependent variable	Questionnaire survey		
Demand characteristics	Alternative hypothesis	Random sampling			Independent variable

Quantitative	Correlational study		Closed	External validity	
					Dispersion
	Covert		Observation	Alternative hypothesis	
Central tendency	Interview	Representativeness			Demand characteristics

Qualitative		Socially desirable responses			Field
	Questionnaire survey		Demand characteristics		Quantitative
		Scatterplot	Experiment		
Laboratory		Independent variable		Closed	Central tendency

		Observation		External validity	Controls
Demand characteristics			Correlational study	Opportunity sampling	
		Quantitative	Dependent variable		
Operationalisation	Coefficient	Ecological validity			Alternative hypothesis

Questionnaire survey	Internal validity		Demand characteristics	Central tendency	
					Structured
	Experiment		Overt	Representativeness	
Controls	Interview	Alternative hypothesis			Closed

Closed		Researcher bias			Scatterplot
	Demand characteristics		Correlational study		Laboratory
		Coefficient	Observation		
Field		Independent variable		Open	Random sampling

		Dependent variable		Questionnaire survey	Quantitative
Alternative hypothesis			Experiment	Representativeness	
		Structured	Central tendency		
Dispersion	Demand characteristics	Closed			Interview

Observation	Correlational study		Ecological validity	Covert	
					Alternative hypothesis
	Qualitative		Closed	External validity	
Controls	Internal validity	Demand characteristics			Central tendency

Representative ness		Questionnaire survey			Opportunity sampling
	Experiment		Research er bias		Operationalisat ion
		Dispersion	Field		
Interview		Demand characteristics		Quantitative	Socially desirable responses

		Laboratory		Dependent variable	Central tendency
Quantitative			Correlational study	External validity	
		Dispersion	Observation		
Demand characteristics	Representativeness	Alternative hypothesis			Closed

Opportunity sampling	Independent variable		Central tendency	Controls	
					Field
	Demand characteristics		Dependent variable	Experiment	
Structured	Researcher bias	Questionnaire survey			Quantitative

Correlational study		Observation		Internal validity
	Representativeness		Coefficient	Interview
		Quantitative	Dispersion	
Demand characteristics		Central tendency		Open Qualitative

		Controls		Closed	Researcher bias
Experiment			External validity	Alternative hypothesis	
		Ecological validity	Demand characteristics		
Coefficient	Questionnaire survey	Covert			Dependent variable

Socially desirable responses	Laboratory		Random sampling	Correlational study	
					Interview
	Field		Observation	Quantitative	
Demand characteristics	Opportunity sampling	Operationalisation			Independent variable

Experiment	This research method tells you if there is a causal relationship between variables
Correlational study	This research method tells you how strongly two variables are related
Observation	This research method involves watching and recording but not interfering
Questionnaire survey	This research method asks people to respond in writing
Interview	This research method involves asking questions directly to the PPs
Independent variable	In an experiment, this variable is manipulated
Dependent variable	In an experiment, this variable is measured
Controls	These variables are what the researcher tries to keep constant
Laboratory	This is a specially designed place for conducting research in
Field	This refers to the PPs natural environment
Coefficient	This number tells you how strong a correlation is
Scatterplot	This graph allows you to assess the strength of correlations
Overt	If a study is conducted this way the PPs know they are taking part
Covert	In this type of study the PPs are unaware that a study is taking place
Qualitative	This type of data is non-numerical
Quantitative	This type of data comes in the form of numbers
Open	These questions allow people to respond however they want
Closed	These questions require people to choose from a number of predetermined responses
Demand characteristics	These cues may convey your aims to the participants
Internal validity	This relates to whether your study measured what you wanted it to measure
External validity	This relates to whether you can generalise from the results of your study
Ecological validity	If your study is done in an unnatural environment it might lack this
Socially desirable responses	These are what you get when respondents try to present themselves in a positive way
Opportunity sampling	This involves using whichever participants you can obtain
Random sampling	This requires that each member of a target population has an equal chance of being picked
Structured	In this sort of interview the questions are predetermined
Operationalisation	This is the process of turning psychological variables into measurable, behavioural ones
Researcher bias	This can happen when researchers lack objectivity
Alternative hypothesis	This is a prediction of the expected outcome of a research study
Representativeness	This is what you look for in a good sample
Central tendency	This statistic tells you a typical value from a data set
Dispersion	This statistic tells you how data are spread out

