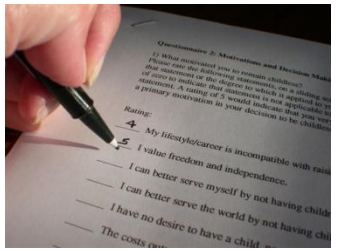
Methods for *Studying Behavior*

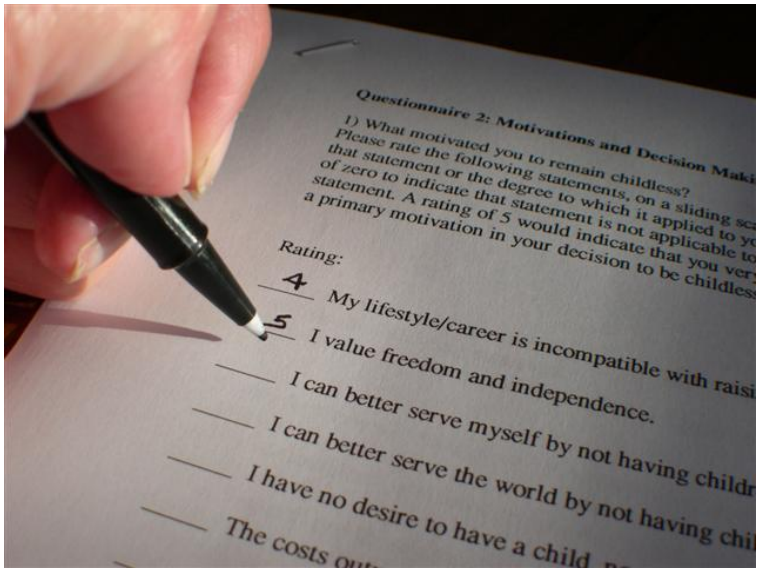
Survey Method



Involves asking questions about feelings, opinions, or behavior patterns

*Need a **representative sample** – the people surveyed represent the general population*

Survey Method



Results can be very accurate but questions need to be well-written to avoid *bias*!

Bias?

- prejudice mean a strong inclination of the mind or a preconceived opinion about something or someone.

Survey Method

- Which aspects of car X do you like better than car Y?

Car X

Car Y

90% of people surveyed said they preferred car X over car Y!

Naturalistic Observation

Researches secretly observe test subjects in daily activity

This allows subjects to act as they normally do BUT the researches cannot talk to the subjects to verify what they saw.

Interviews

- Involves studying people *face-to-face* and asking questions
- Some people may be on their best behavior so results may be *inaccurate*

Interviews

Like surveys, an interview can lead to *biased interpretations*

Case Study Method

Involves collecting detailed information about a person's long-term background, often for use in *psychological treatment*

Case Study Method

- You cannot generalize from case study findings

Psychological Tests

Measures different subjects, like intelligent, in an objective way

People either get questions wrong or right, no interpretation needed

IQ test is an example

Cross-Sectional Method

Looks at different age groups to understand changes that occur during the life span

Longitudinal Method

Studies the same group of people over an extended (long) period of time

Isn’t done too often because it takes a long time and is expensive