



Research Designs



Designs

- Research that describes the behavior, thoughts, or feelings of a particular group of people
- Best used when you're only interested in how frequent a behavior occurs
- Often used as preliminary data for a research program



Examples of Designs

- Prevalence of anxiety counseling after 9-11
- Prevalence of eating disorders, binge drinking on college campuses



Designs

- Research that examines the relation among variables
- Best used when you can't manipulate particular variables in the lab, or if you are interested in the unique relation between two variables
- Often used with survey data



Examples of Designs

- Association between regional temperature and violence
- Association between GPA and job performance



Designs

- Research that examines whether manipulated changes in one variable lead to changes in another variable of interest
- Best used when you are interested in determining the cause of a behavior
- Usually conducted in a controlled lab setting



Examples of _____ Designs

- Self-esteem caused by social inclusion
- Stress caused by uncertainty



_____ Designs

- Research that examines the effects a variable that occurs naturally
- Best used when the causal variable cannot be manipulated for practical or ethical reasons
- Generally used in health, career, and educational domains



Examples of _____ Designs

- Impact of employment on academic achievement
- Impact of childhood abuse on depression

Goals and

- Describing behavior
 - Descriptive design
 - How many were there?
- Explaining/Predicting behavior
 - Correlational or experimental design
 - Why did this happen?
- Solving a societal problem
 - Correlational or quasi-experimental design
 - How can we stop it from happening again?

Basic vs. Applied Research

- _____ research
 - Goal is to understand and explain behavior
- _____ research
 - Goal is to find solutions to problems
