


External Validity





The degree to which the results could be generalized to different participants, settings, and times

How Do You Get _____?

- More generalized findings = better theory
- Increases with sample size and diversity
- Increases with variations in methodology



Typical

- A lot of research samples college students
- Cross-cultural differences in treatment outcomes and reactions to stimuli
- The degree of control required for experiments is never present in the real world
