

Validity Issues in Designs



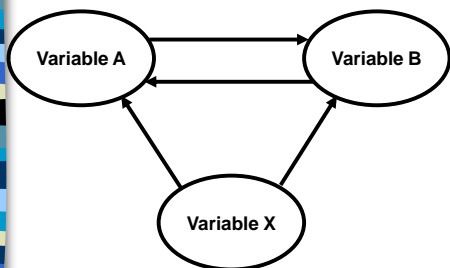
Three Types of

- _____ **validity**
 - Are the changes in the DV due to changes in the IV?
- _____ **validity**
 - How much can you generalize the findings of your experiment?
- _____ **validity**
 - Does the manipulation tap into the IV?
 - Does the outcome measure tap the DV?

Validity Issues in _____ Studies

- Internal validity
 - Cannot determine causal direction
- External validity
 - Sample may not be a representative group
- Construct validity
 - Measures used to assess variables may be faulty (must be pretested before using)

Three Explanations for a



Problems in Designs

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- An extraneous variable that differs systematically between experimental groups
 - Source of error variance
 - Due to poor experimental control
 - Threatens internal validity

More Problems

- _____ validity issues
 - Controlled lab setting does not occur in the real world
 - Many experiments require animal testing
- _____ validity issues
 - Manipulation may not reflect IV accurately
 - Manipulation and outcomes require pre-testing

Experiment Design Chart

Conceptual Definition Operational Definition

Independent Variable		
Level #1	→	What happens in Condition #1?
Level #2	→	What happens in Condition #2?
Dependent Variable	→	How was the DV measured?

→ = Internal Validity Issues
 → = Construct Validity Issues
