

EXAM 2 STUDY GUIDE

DESCRIPTIVE & CORRELATIONAL RESEARCH

Basics of descriptive designs

Types of observation

- Naturalistic
- Participant
- Contrived

Sampling Procedures:

- Random
- Stratified
- Cluster
- Convenience
- Quota

Basics of correlational designs

- Hypotheses
- Types of variables
- Positive vs. Negative correlations
- Advantages and Disadvantages

Factors that influence magnitude of correlations

Obtaining and interpreting r^2

Basics of advanced correlational designs

- What “controlling for” a variable means
- Hypotheses
- Types of variables
- Advantages and Disadvantages

TYPES OF SCALES & SURVEY MEASURES

Conceptual vs. Operational definitions of constructs

Categorical vs. Discrete vs. Continuous variables

Types of scales:

- Nominal
- Ordinal
- Interval
- Ratio

Self-report measures:

- Written vs. Interview
- Open vs. Closed-ended
- Problems with self-report measures
- Social desirability

ETHICS

Utility vs. Deontology perspectives

Current ethical standard

Costs vs. Benefits

Definition and procedure for:

- Informed Consent
- Confidentiality
- Debriefing
- Professionalism

RELIABILITY & CONSTRUCT VALIDITY

Conceptual vs. Operational definitions of variables

Definition of a construct

Reliability

Ways to test it:

- Test-retest reliability
- Interrater reliability
- Interrater reliability

Ways to measure it:

- Cronbach's alpha
- Item-total correlations
- T1-T2 correlations
- Intraclass correlations

Ways to improve a measure's reliability

Face validity

Construct validity

- Definition
- Convergent vs. Discriminant validity
 - How to test for these

Criterion validity

- Definition
- Concurrent vs. Predictive validity
 - How to test for these