


Internal, External &
Construct Validity




_____ Validity


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



How Do You Get
_____ Validity?


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






Typical Problems

- Most 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




_____ & External Validity

- Internal validity does NOT guarantee you'll have external validity, BUT...
- Internally valid studies are more likely to:
 - Be replicated by the researcher
 - Have its methodology adopted by others




_____ Validity

The degree to which the study measures and manipulates the underlying psychological elements that the researcher claims to be measuring and manipulating




How Do You Get _____ Validity?

- Define the _____ of interest
 - Characteristics that can't be observed
 - Ex. self-esteem
- Obtain a measure or manipulation that is known to accurately reflect the construct
- Create your own and run lots of validity tests (will cover these later)



Typical Problems

- Items in a measure reflect a construct different than the one identified
- Conditions used to represent the causal variable do not accurately portray it



_____ & Construct Validity

- It's possible to get a cause-effect relation with poor construct validity, BUT...
- Difficult to conclude which construct is causing the change
 - Ex. Hot temperature used as a **frustration manipulation**
 - If people in the hot room are more aggressive, is it really because they're frustrated?
