

OCR Psychology A-Level

Paper 1 - Research Methods (Key
Terms)

Flashcards

Aim

Aim

A short statement to identify the purpose of the study or investigation.

Age Bias

Age Bias

The study and its results are more inclined towards a certain age group.

Alternative Hypothesis

Alternative Hypothesis

A hypothesis that states that there is a significant relationship between the independent and dependent variable.

Case Study

Case Study

Detailed research carried out over a period of time with the same cohort (group) or individuals.

Closed Question

Closed Question

A question asked in a questionnaire that can only be answered with simple, predetermined options e.g yes/no.

Confederate

Confederate

An actor who participates in an experiment along with other actual participants, unknown to them.

Controlled Observation

Controlled Observation

An observation carried out in a controlled environment, where the researcher can directly manipulate the IV.

Correlation

Correlation

A correlational study researches the relationship between two variables.

Correlations can be strong, weak and positive or negative.

Counterbalancing

Counterbalancing

A technique used to deal with order effects - the sample is divided into two, and each group will take part in the conditions in varying orders to ensure this is not an extraneous variable.

Covert Observation

Covert Observation

An observation in which the participant is unaware of the observer's presence in order to avoid demand characteristics.

Cross-cultural Study

Cross-cultural Study

The research of participants from different cultural groups within one study.

Cultural Bias

Cultural Bias

The study ignores cultural differences or is inclined to accept the results from one culture or ethnicity over another.

Demand Characteristics

Demand Characteristics

When a participant showcases particular behaviours due to knowing they are being studied/observed, making the results unrealistic.

Dependent Variable

Dependent Variable

The variable that is measured.

Ecological Validity

Ecological Validity

The extent to which findings in a study have the ability to be generalised to real-life scenarios and still be valid.

Ethnocentrism

Ethnocentrism

When a study is conducted with a bias towards one ethnic group or culture, for example, including only one group and generalising to multiple groups.

Eurocentrism

Eurocentrism

When a study emphasises results or theories based around European participants as opposed to other cultures.

Experiment

Experiment

A procedure that can test hypotheses in a scientific manner in order to gain results or demonstrate knowledge.

Experimenter Bias

Experimenter Bias

The researcher is biased towards certain results or observations in order to fulfill their predictions/ inherent beliefs.

Experimental Design

Experimental Design

Experiments are organised by allocating participants to conditions in order to gain data on the independent/ dependent variable.

External Reliability

External Reliability

The extent to which a measure varies from one use to the next.

Extraneous Variable

Extraneous Variable

A variable that is not controlled for in a study and may affect the results (if it does, it is called a Confounding Variable).

Face Validity

Face Validity

The extent to which a study appears to do what it is supposed to - its effectiveness.

Fatigue Effects

Fatigue Effects

When participants in an experiment become tired or bored of a procedure, and as a result their behaviour or results are altered unrealistically.

Field Experiment

Field Experiment

An experiment conducted in the natural environment to the participants, where the IV is still controlled.

Hypothesis

Hypothesis

A hypothesis is a precise, testable statement of what the researcher predicts will be the outcome of the study.

Independent Measures Design

Independent Measures Design

Every participant in a study is allocated to only one of the IV conditions.

Independent Variable

Independent Variable

The variable that is manipulated/changed.

Internal Reliability

Internal Reliability

The extent to which the results are consistent across the same measure.

Inter-rater Reliability

Inter-rater Reliability

A method of measuring the consistency of a measure by assessing the measures of multiple different observers or “raters” to ensure similarities.

Laboratory Experiment

Laboratory Experiment

An experiment conducted in a controlled, laboratory environment in which variables are strictly controlled for and standardised.

Likert Rating Scale

Likert Rating Scale

A question is a questionnaire that measures attitudes by having the participant select a statement out of those given that best suits their beliefs.

Longitudinal Study

Longitudinal Study

A study in which data is gathered from the same group of people over a period of time in order to gain insight into the development of the results.

Matched Pairs Design

Matched Pairs Design

There are two or more groups of participants in which participants within are matched based on similar characteristics, such as age, job, gender.

Naturalistic Observation

Naturalistic Observation

An observation in a natural environment in which no variables are manipulated.

Non-participant Observation

Non-participant Observation

An observation in which the observer is not directly involved with the participants, and instead observes separately.

Null Hypothesis

Null Hypothesis

A hypothesis that states there was no significant relationship between the variables being studied - this is accepted when statistical tests show no significance.

Observation

Observation

An observation is a technique used to collect data by observing and recording behaviours in an environment - an IV may be manipulated or it may be naturalistic.

Observer Bias

Observer Bias

When an observer conducting an observation has inherent or deliberate bias towards certain behaviours, conclusions or people.

Observer Effect

Observer Effect

A participant in an observational study changing their behaviour as a result of knowing they are being observed.

One-tailed Hypothesis

One-tailed Hypothesis

A hypothesis that precisely predicts the direction of the relationship.

One-zero Sampling

One-zero Sampling

A sampling technique used during an observation, in which pre-determined behaviours are recorded by stating whether the behaviour occurred or didn't across certain time periods.

Open Questions

Open Questions

Questions in a questionnaire or interview in which the participant may answer with as much detail as they wish.

Opportunity Sampling

Opportunity Sampling

Participants are selected based on who is willing and available at the time of the study to participate, who is part of the target population.

Order Effects

Order Effects

When the order in which participants experience each condition in a study affects the results.

Overt Observation

Overt Observation

An observation in which the participants are aware of the fact they are being observed for a psychological study.

Participant Observation

Participant Observation

An observation where the observer takes part in the experiment and interacts with the other participants, with their status unknown to the others.

Population Validity

Population Validity

The extent to which the sample is representative of the target population.

Primary Data

Primary Data

Data collected first-hand by research that intended to collect data on the subject.

Psychometric Testing

Psychometric Testing

A method of collecting data on an individual's mental characteristics in a way that quantifies such attributes e.g. intelligence.

Questionnaire

Questionnaire

A questionnaire is a way of collecting data in a fast and efficient way, providing participants with a set of questions and choice of answers for statistical study.

Qualitative

Qualitative

Qualitative data is data that describes the attributes of the entity being researched.

Quantitative

Quantitative

Quantitative data is data that can be measured and is usually numerical, with units associated.

Quasi Experiment

Quasi Experiment

An experiment in which the independent variable is naturally established and cannot/ is unethical to manipulate.

Rating Scale

Rating Scale

Participants answer questions by selecting a numerical value to reflect their belief or perception of the topic.

Random Sampling

Random Sampling

When each member of the target population has equal chances of getting chosen to be a participant in the study.

Reliability

Reliability

The consistency of a measure gained through standardisation.

Repeated Measures Design

Repeated Measures Design

Each participant is assigned to all the conditions in the study to check for internal consistency.

Secondary Data

Secondary Data

Data collected by someone else that is useful for the topic being investigated.

Snapshot Study

Snapshot Study

Different groups of people are tested at the same point in time with the same measures to compare performances.

Social Desirability

Social Desirability

Describes the tendency of participants to respond in a way that they think is viewed favourably by others/socially acceptable, as opposed to their genuine beliefs.

Stratified Sample

Stratified Sample

A sample in which the ratio of people with certain characteristics (such as gender or age) represents the ratio of the target population.

Structured Interview

Structured Interview

An interview in which questions are pre-organised and the layout is strictly stuck to.

Temporal Validity

Temporal Validity

The extent to which the results from an experiment remain valid in different time periods.

Two-tailed Hypothesis

Two-tailed Hypothesis

A hypothesis that does not specify the exact direction of the relationship, but predicts that there will be one.

Type 1 Error

Type 1 Error

Incorrectly rejecting the null hypothesis
which is true (FALSE POSITIVE)

Type 2 Error

Type 2 Error

Incorrectly accepting a false null hypothesis (FALSE NEGATIVE)

Unstructured Interview

Unstructured Interview

An interview in which the general direction of conversation and topics are pre-determined, however the flow of the conversation can change with each individual.

Validity

Validity

The accuracy of a test's ability to measure what is supposed to measure.

Variable

Variable

A factor or element within the study that is likely to change.