PSYCHOLOGY

Research methods

Experiment

Changes one variable to see its effect on another, while controlling the rest.

Observation

Watching and recording behaviour, in a natural or controlled setting.

Questionnaire

Written questions that collect data from many people quickly.

Interview

Asking questions face to face. Can give detailed, in-depth answers.

Case study

A detailed study of one person, group or event.

Correlation

Measures a relationship between two variables. It does not prove cause.

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