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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