

Contents

Preface	viii
1 Psychology, science and research	I
Why psychology and science? Science – not a subject but a way of thinking; So what is this scientific method then? Asking why? Generating theories for laws; The hypothetico-deductive method; How psychologists actually do scientific research; What are the main features of a psychological investigation? Qualitative data and qualitative approaches	
2 Measuring people – variables, samples and the qualitative critique	28
Variables; Operational definitions of psychological constructs; Reliability and validity; Samples; Probability based sampling methods; Non-probability based sampling methods; Purposive sampling; Introducing the qualitative/quantitative debate	
3 Experiments and experimental designs in psychology	56
The role of experiments in gathering evidence – demonstrating cause and effect; Alternative explanations; Features of the true experiment; Simple experimental designs (Independent samples design, Repeated measures design, Matched-pairs design); Single participant or small <i>n</i> design	
4 Validity in psychological research	81
The interpretation of experiments; Sources of variance on the experiment; Validity in experiments and other research designs; Types of validity (Statistical conclusion; Internal; Construct); Tackling confounds in psychological research; Expectancy; External validity; Meta-analysis	
5 Quasi-experiments and non-experiments	106
The field and the laboratory; True experiments and field experiments; The quasi-experiment; Non-experimental research; Control and validity in the laboratory and in the field	
6 Observational methods – watching and being with people	123
Observation in general; Observation as a technique or as an overall design; Controlled observation; Qualitative non-participant observation; Role-play and simulation; The diary method; Participant observation; Case studies; Indirect observation	
7 Interview methods – asking people direct questions	150
Introduction – Self-report methods; Structured interviews; Effects of interpersonal variables in interviews; Types of interview; Semi-structured or open interviewing – gathering qualitative data; Surveys	
8 Psychological tests and measurement scales	172
Introduction; Measurement vs. information gathering; scales, tests, inventories and questionnaires; Open and closed questions; Attitude scales; Central issues in the use of psychological scales; Scale items – what to avoid in statement construction; Projective tests; Intelligence and personality tests; Reliability, validity and standardisation	

9 Comparison studies – cross-sectional, longitudinal and cross-cultural studies	206
What are comparison studies? Cross-sectional studies; Longitudinal studies; Evaluation of longitudinal and cross-sectional studies; Cross-cultural studies	
10 Qualitative approaches in psychology	222
Psychology and the positivist paradigm; The problem with quantification in psychological research; Qualitative data gathering (Grounded theory, Interpretive phenomenological analysis, Discourse analysis, Thematic analysis, Ethnography, Action research) Participative and collaborative research; Memories as narratives; A feminist perspective; Contemporary qualitative methods	
11 Statistics – organising the data	247
Measuring things; Different levels of measurement; Summarising data; Measures of central tendency; Measures of dispersion; Population parameters, sample statistics and sampling error; Using SPSS to calculate statistics; Appendix – Statistical notation and symbols	
12 Graphical representation of data	287
Graphs in general; The bar chart; Line charts; The histogram; Exploratory data analysis; Using SPSS to produce your charts	
13 Frequencies and distributions	305
Dealing with larger data sets; Percentiles, deciles and quartiles; The normal distribution; <i>z</i> scores; Standardisation of psychological measurements; Sampling distributions; Confidence intervals; Skewed distributions; Kurtosis	
14 Significance testing – was it a real effect?	322
Significance decisions; The null and alternative hypotheses; Probability; Rejecting the null hypothesis; The standard level of significance; Critical values; Significance testing – the basic model; Rejection regions; Frequency distributions and probability distributions; Type I and type II errors; The question of power and effect size; Significance 'levels'; Directional and non-directional hypotheses – one and two tailed tests	
15 Testing for differences between two samples	350
Tests of difference between two conditions or groups (Parametric tests: the <i>t</i> test for related data; the <i>t</i> test for unrelated data; the single sample <i>t</i> test) Data assumptions for <i>t</i> tests; Non-parametric tests of difference (Wilcoxon's <i>T</i> , Mann-Whitney <i>U</i> , The binomial sign test); SPSS procedures of two condition difference tests; Effect size and power	
16 Tests for categorical variables and frequency tables	397
Tests on two-way frequency tables; Unrelated data – the Chi-square test of association; The 2 × 2 chi-square; More complex chi-square (<i>r</i> × <i>c</i> designs); The 'goodness of fit' test; SPSS procedure for conducting a <i>r</i> × <i>c</i> chi-square test; Multi-way frequency tables and loglinear analysis; Conducting a three-way frequency analysis in SPSS	
17 Correlation	428
Simple correlation; Measurement of a correlation; Correlation coefficients (Pearson product-moment, Spearman's rho); Significance and correlation coefficients; Variance estimates; SPSS procedures for correlation; What you can't assume with a correlation; Categorical variables; Common uses of correlation in psychology; Regression and multiple regression; Multiple predictions; Partial and semi-partial correlation; Regression coefficients; Effect size and power; Conducting a regression analysis in SPSS	

18 Multi-level analysis – differences between more than two conditions	475
More complex tests; One-way ANOVA – unrelated designs; The F ratio statistic; Effect size; A priori and post hoc comparisons; Estimating power in one-way ANOVA; Non-parametric ANOVA equivalent – Kruskal–Wallis (and the Jonckheere trend test); MANOVA; ANCOVA; SPSS procedures for one-way ANOVA; Kruskal-Wallis in SPSS	
19 Multi-factorial designs	501
Using two or more independent variables; Central features (interaction effects, main effects, simple effects); Effect sizes and power; Three-way ANOVA calculation; SPSS procedures for two-way between groups ANOVA	
20 ANOVA for repeated measures designs	518
Related designs (rationale for one-way repeated measures ANOVA); Between subjects and between conditions variation; Data assumptions for repeated measures ANOVA; Two-way related design; ANOVA mixed design – one repeated measure and one unrelated factor; More complex ANOVA designs; Effect size and power; A non-parametric equivalent – the Friedman test for correlated samples; SPSS procedures for repeated measures ANOVA and Friedman	
21 Choosing a significance test for your data (and internet resources)	540
Choosing an appropriate test; Tests for two samples; Tests for more than two samples; Computers and the Internet	
22 Analysing qualitative data	554
Quantitative analysis of qualitative data; Qualitative content analysis; Qualitative analysis of qualitative data; Doing qualitative research; Considerations for a qualitative project; Data analysis; Procedures in major approaches (grounded theory, interpretive phenomenological analysis, discourse analysis); Writing up the report; Reliability and validity – how are qualitative studies evaluated?	
23 Ethical issues in psychological research	585
Introduction; Publication and access to data; The conduct of research with human participants; Research with animals – case for and against; conclusion	
24 Planning your practical and writing up your report	603
Planning your practical project (the overall aim, the design, the samples, the material, the procedure, ethics); Writing your practical report; Comments on a student practical report (a better report of the same practical)	
Appendix to Chapter 22	641
Appendix	650
References	671
Index	689