



Methodology of Psychology

Lecture 4
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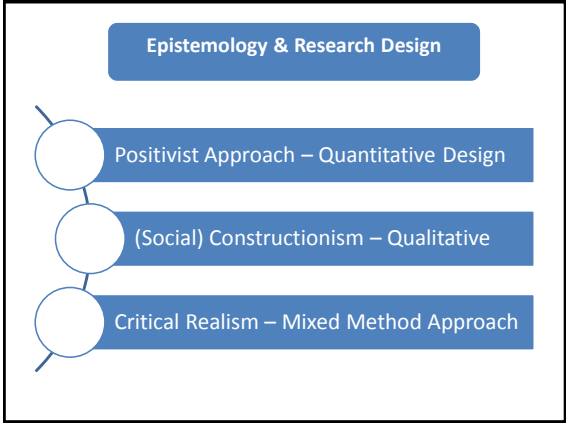


Learning Objectives – Lecture 4

By the end of the lesson the learner should be able to:

- identify the main methods of research used in psychology; and
- distinguish between scientific psychology and pop psychology.

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Qualitative Approach	Quantitative Approach
<ul style="list-style-type: none"> Small samples Verbal/textual data Focus on experience of participants Description and hypothesis generation Participant observation (intersubjective) Idiographic 	<ul style="list-style-type: none"> Large samples Numeral data Focus on observable/ public aspects of the experience Description, explanation and hypothesis testing 'Detached' observation (objective) Nomothetic

Idiographic approach is the study of the individuals (case-studies, narrative approaches).
Nomothetic is the study of classes or cohorts of individuals as a whole (surveys).

Cross-sectional & Longitudinal Researches

- **Cross-sectional studies** involve observation of individuals or groups, or comparison of groups, one specific point in time. It offers a snap-shot of attitudes and behaviours.
- **Longitudinal studies** are generally correlational studies that involve repeated observations of the same variables over long periods of time — often many decades. This is particularly useful in psychology to follow up life-long development.

Exploratory & Experimental Design

Exploratory studies:

- Examine the interaction between variables or constructs.
- May be qualitative or quantitative studies.
- They do not establish cause-effect relationship.

Experimental studies:

- Attempt to simulate the phenomenon; to observe and measure the interaction between variables; in order establish cause-effect relationship.
- Generally they are quantitative.
- Quasi-experiment is carried out when the phenomenon cannot be fully simulated, but rigorous controlled observation is possible.

Quantitative Designs

- Correlational study
 - It studies the variance in association between two variables.
 - As help from charities increase does dependency among recipients increase?
- Comparison of Means
 - It studies the significance of the variance in one or two variables between two or more groups.
 - Do Tangaza Students perform better in social studies than CUEA students?

Case Study

- Case studies are “an exploration of a ‘bounded system’ of a case or multiple cases over time through detail, in depth data collection involving multiple sources of information rich in context” (Creswell, 1998, p. 61).
- Data may be gathered using qualitative and quantitative instruments. But they are exploratory in nature.
- Note that sometimes the term (case-study) is used in the title without implying a case-study design.

Creswell, J.W. (1998). *Qualitative Inquiry and Research Design Choosing Among Five Traditions*. Thousand Oaks, CA: Sage Publications.

Case Study

- An intensive analysis of an individual unit (as a person or community) stressing developmental factors in relation to environment.
 - case studies comprise more detail, richness, completeness, and variance - that is, depth;
 - a case typically evolves in time, often as a string of concrete and interrelated events

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