

What is psychological research?

The science of analysing the experiences and behaviours of individuals or groups.

How can you do a research study?

Collecting information, in an appropriate way, that helps to answer your question.



What does an experimental process look like?

A repeated process where questions are asked and answered. Results lead to new research,



What information can be collected?



Qualitative Data

Information that is description, but not a specific measurement.

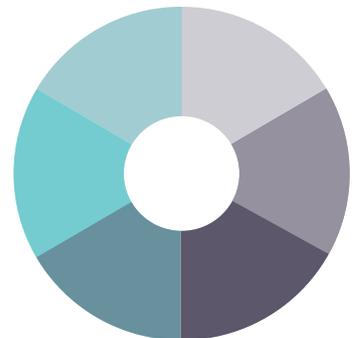
For example, someone writing about how crafting makes them feel in response to the question:
How does your favourite craft make you feel after you have spent 20 minutes doing it?



Quantitative Data

A measurement of information in terms of numbers.

For example, responses to the question: 'On a scale of 1 - 10, rate your mood after spending 20 minutes doing your favourite craft' (1= very sad 10= very happy)



Some studies will use a mixture of the two, where quantitative data is collected so information can be compared across a group, but the rich, subjective information is not lost.

How can information be collected?

There are a number of ways information can be collected, and this depends on what you want to know, and how much evidence is already available

Case Studies

A case study is an intensive analysis of a person, group, or event. These are often used to introduce a new idea and are followed up with an assessment of more people in a more rigorous and comparable way.



Surveys

Interviews and questionnaires that ask a specific set of questions to participants. These can include quantitative and qualitative measures, for example, ratings on a scale for 10 questions, and then a free text box to explain the ratings further.

Experimental studies

Researchers design experiments to test specific hypotheses, or to evaluate functional relationships in specific groups of people. This involves an experimenter changing some influence on the research participants, and studying the effects it produces on an expected aspect of the participants' behaviour or experience.

