Research Strategies and Methods

Research Methods: Learning Outcomes

1. Case Study
   1. Define the case study method, evaluate the internal and external validity related to this method, and identify weaknesses and strengths of this method.
2. Observational Method
   1. Define ecological validity and evaluate studies ecological validity.
   2. Distinguish between narrative records and checklists. Explain frequency, duration, and interval methods for quantifying observations.
   3. Identify advantages of using video/audio recording of observations.
   4. Explain the different ways in which observations can be sampled.
   5. Define interrater reliability and describe how it can be assessed.
   6. Distinguish between undisguised and disguised observations, and nonparticipant versus participant observations.
   7. Define reactivity. Describe how it can be reduced.
   8. Identify advantages and disadvantages of observational methods.
3. Archival Research, Content Analysis, and Meta-Analysis
   1. Distinguish between archival research, content analysis, and meta-analysis.
4. Survey Method
   1. Define what survey research is and the uses of it.
   2. Describe the cognitive processes involved in responding to a survey item.
   3. Explain what open-ended, restricted, and partially-open-ended questions are and identify the advantages and disadvantages of these types of questions.
   4. Identify response scales and recall issues associated with response scales.
   5. Recall the guidelines for constructing a survey, issues to consider when writing survey items (e.g., leading questions, double-barreled questions, response bias/set, social desirability), and ways to avoid issues when writing survey items.
   6. Explain the advantages and disadvantages of mail surveys, telephone surveys, and face-to-face (i.e., personal) surveys.