

Observational Studies

Questions you **must** attempt (E-D):

1. Describe the basic procedure for carrying out an observational study.
2. Explain what psychologists mean by an **operational definition**.
3. Distinguish between **overt** and **covert** observations.

Questions you **should** attempt (C-B):

4. Explain the difference between **time sampling** and **event sampling** (you will need to look this up)
5. Outline one strength and one weakness of doing an observational study in a **laboratory** setting.

Questions you **could** attempt (B-A):

6. "When choosing between covert and overt methodologies, there is usually a trade-off between ethical considerations and the validity of the data you gather."

With reference to the strengths and weaknesses of observational methods, explain this quotation.

7. "Observational studies tell you what people do but not why they do it. Psychologists who attempt to address the *why* of human behaviour by doing observational studies are usually doing little more than guessing."

Explain the extent to which this is a fair criticism of observational methods.