

Demand Characteristics:

These occur when the participants guess the aim of the research and change their behaviour to meet the aim. They might pick up cues from the situation or experimenter, particularly if the study is fake or artificial (lab).

These lead to **poor internal validity** of the findings.

Ecological (External) Validity:

The extent to which the findings of a research study are able to be generalized to real-life settings.

This can be used if a study uses artificial methods or materials which don't represent real life situations – we argue the study as **low ecological validity**.

Gender Bias:

When a theory or study does not accurately represent the experience of both genders.

Alpha Bias: A type of gender bias which maximises the differences between males and females, assuming they are different.

Beta Bias: A type of gender bias which minimises the differences between males and females, assuming they are the same. This can be used when a study uses only participants of one gender, and then tries to apply the results to both males and females.

Temporal Validity:

The extent to which the findings of a study generalise across time periods.

We say a study has **poor temporal validity** if it was conducted in a time era that was very different in terms of norms/values to modern day.

Evaluation STRETCH Sheet

Social Desirability:

This occurs usually in a self report method such as a questionnaire or interview.

The participant changes their answers to make them look better or make them more socially acceptable. This leads to **poor internal validity**.

Internal Validity:

The extent to which the findings of a research study are true, or measure what they set out to measure.

This can be used if a study has high control and is less influenced by extraneous variables. High control means we can be confident that the IV caused the effect on the DV.

Culture Bias:

When a theory or study ignores cultural differences and interprets behaviour through the lens of one's own culture. This is sometimes called ethnocentrism.

This can be used if a study uses only participants from one culture and tried to apply the results to all. We say that the study is **ethnocentric** or **culture biased**.

Objectivity:

This refers to findings that are free from bias or opinion.

For example we might say quantitative data or lab experiments are **more objective** as they are free from interpretation.

Subjectivity:

This refers to findings that are influenced by opinion or interpretation and are therefore more prone to bias.

For example we might say that the results from case studies or interviews are **subjective**.

