

## STUDIES IN PSYCHOLOGY – KEY ISSUES & LIMITATIONS

Which studies can you put in each box? There will be multiple studies in each box.

Field experiment so cannot control extraneous variable	Laboratory experiment so lacks ecological validity	Sample bias: cultural bias	Sample bias: gender bias	Sample bias: age bias	Sample size too small
Observer bias	Researcher/experimenter bias (interpreting data)	Self-report: social desirability	Self-report: demand characteristics	Self-report: dishonest responses	Demand characteristics
Participant's memory/experience is unreliable	Ethical issue: no right to withdraw	Ethical issue: no consent obtained	Ethical issue: caused participant distress	Ethical issue: participants could be rushed/inconvenienced	Ethical issue: confidentiality was not maintained
Low population validity	Bias in questioning	Observer effect	Low inter-rater reliability	Quantitative data (closed questions)	Qualitative data (open questions)