

Chapter 6 – Observing Behavior

- Compare and contrast qualitative and quantitative approaches to describing behavior. Be able to provide examples of each.*
- Understand naturalistic observation, including its limitations and issues
- Explain how systematic observation is different than naturalistic observation. What are the major methodological issues with systematic observation?*
- Describe the purpose of case studies. Remember that case studies are do not only describe individuals.
- Ability to differentiate among different types of observational studies (that is, naturalistic, systematic, case study and archival research)
- Ability to define the various types of archival research

Chapter 7 – Asking People About Themselves: Survey Research

- Ability to explain why we conduct surveys
- Understand the major types of rating scales and their appropriate use
- Understand the various ways of administering questionnaires, such as mail surveys, internet surveys, face-to-face interviews, telephone interviews and focus group interviews. What are the pros and cons of these approaches?*
- Understand confidence intervals and its basic relationship to sample size. How does sample size affect the interpretation of survey results?
- Understand the differences between probability and nonprobability sampling
- Distinguish between haphazard and quota sampling*
- Distinguish between simple random, stratified random and cluster sampling*
- Why and when do we use convenience samples?

Chapter 11 –Quasi Experimental and Single Case Experimental Designs

- Understand the phases of program evaluation research and be able to identify program evaluation research from experimental research
- Compare and contrast the major quasi-experimental designs*
- Define internal validity. Explain the threats to internal validity*
- Explain why single case designs are important and when they might be used
- Understand reversal and multiple baseline designs
- Why is replication important in single case subject designs? What is the unit of replication?

*Denotes areas where essay questions may be asked.

Chapter 10 – Complex Design

- What are the pros and cons of increasing the number of levels of an independent variable?
- What are the pros and cons of increasing the number of independent variables?
- Describe what a factorial design is and how it affects the number of conditions needed to test.
- Understand the difference between manipulated and participant (non-manipulated) independent variables.
- What is a mixed factorial design? Be able to identify the number of conditions needed to test this type of design.

Chapter 14 – Generalizing Results

- Ability to explain what external validity is. How is it different from internal validity?
- Describe the issues in generalizing results based on or to other populations (college students, volunteers, gender, locale, statistical interaction and culture).*
- What impact do pretests have on generalization of results?
- Distinguish between mundane and experimental realism*
- Describe the importance of replication, including the two types of replication (exact and conceptual)*
- Compare and contrast a meta-analysis to a literature review

*Denotes areas where essay questions may be asked.