

	QA Psychology
Students should demonstrate k research methods, scientific pro analysis, be familiar with their u	nowledge and understanding of the following ocesses and techniques of data handling and se and be aware of their strengths and limitations.
Research Methods	
Experimental methor field experiments; n	od. Types of experiment, laboratory and atural and quasi-experiments.
Observational techr and controlled obse participant and non	iques. Types of observation: naturalistic rvation; covert and overt observation; -participant observation.
Self-report techniques structured and unst	ies. Questionnaires; interviews, ructured.
Correlations. Analys variables. The differ experiments.	is of the relationship between co- ence between correlations and
Content analysis.	
Case studies.	
Scientific Processes	
Aims: stating aims, t hypotheses.	he difference between aims and
Hypotheses: directi	onal and non-directional.
Sampling: the differ sampling methods i opportunity and vol methods, including	ence between population and sample; ncluding: random, systematic, stratified, unteer; implications of sampling bias and generalisation.



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Pilot studies and the aims of piloting.		
Experimental designs: repeated measures, independent groups, matched pairs.		
Observational design: behavioural categories; event sampling; time sampling.		
Questionnaire construction, including use of open and closed questions; design of interviews.		
Variables: manipulation and control of variables, including independent, dependent, extraneous, and operationalisation of variables.		
Control: random allocation and counterbalancing, randomisation, standardisation and control groups.		
Demand characteristics and investigator effects.		
Ethics, including the role of the British Psychological Society's code of ethics; ethical issues in the design and conduct of psychological studies; dealing with ethical issues in research.		
The role of peer review in the scientific process.		
The implications of psychological research for the economy.		
Reliability across all methods of investigation. Ways of measuring reliability: test-retest and inter-observer; improving reliability.		



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Types of validity across all methods of investigation: face validity, concurrent validity, ecological validity and temporal validity. Measurement of validity. Improving validity.	
Features of science: objectivity and the empirical method; replicability and falsifiability; theory construction and hypothesis testing; paradigms and paradigm shifts.	
Reporting psychological investigations. Sections of a scientific report: abstract, introduction, method, results, discussion and referencing.	
Data Handling and Analysis	
Quantitative and qualitative data; the distinction between qualitative and quantitative data collection techniques.	
Primary and secondary data, including meta-analysis.	
Descriptive statistics: measures of central tendency – mean, median, mode; calculation of mean, median and mode; measures of dispersion; range and standard deviation; calculation of range; calculation of percentages; positive, negative and zero correlations.	
Presentation and display of quantitative data: graphs, tables, scattergrams, bar charts, histograms.	
Distributions: normal and skewed distributions; characteristics of normal and skewed distributions.	
Analysis and interpretation of correlation, including correlation coefficients.	







