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**Intro to Psychology**

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| **Types of Psychological Research** |
| **Type** | **Definition** | **Pros** | **Cons** |
| **Archival Research** | Existing data (such as census documents, college records, or newspaper clippings) are examined to test a hypothesis. |  |  |
| **Naturalistic Observation** | The investigator observes some naturally occurring behavior and does not make a change in the situation. |  |  |
| **Survey Research** | A sample of people chosen to represent some larger group of interest (population) are asked a series of questions about their behavior, thoughts, or attitudes. |  |  |
| **The Case Study** | An in-depth, intensive investigation of an individual or small group of people.  |  |  |