**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period:\_\_\_\_\_\_\_\_\_**

**Intro to Psychology**

|  |  |  |  |
| --- | --- | --- | --- |
| **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. |  |  |