Rap on Methodology
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This is a rap
About Methodology
By its end
You will surely see

That Research Methods
Are very logical
This is how we do
The Empirical\textsuperscript{1}

But human research
Is often fallible\textsuperscript{1}
People, you see,
Are highly variable

\textsuperscript{1} Humans are Complex, Variable and Reactive
Just like fingerprints
No two are alike
In how we define
A wonderful life

To make matters worse
People are reactive
When being studied
They like to be active

In figuring out what
The researcher wants
They act as if
They are on prompts

One way to avoid this:
Observe naturalistically
To see behavior
Much more naturally
That way participants
Are blind to our purposes
And a double blind\(^2\)
Avoids disturbances

In our findings
That we can believe
So we’re not misled
Or maybe deceived

When you measure
do it operationally\(^3\)
This will help
Re-liability

But this doesn’t mean
That the measure is valid\(^4\)
A measure’s truth
Can’t be taken for granted

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\(^2\) Where both observers (researchers) and participants are blind (ignorant) of what is being studied.

\(^3\) Operational definition: “a description of a property in measureable terms” (p. 35)

\(^4\) Validity: whether the measure really measures what it says it measure. Construct validity: adequately defines what we are measuring; predictive validity: relates to other operational definitions.
Take for example
The S.A.T.
It does have
Reliability

But the SAT
 Doesn’t measure what it says it does
 It’s about money
 Making the big bucks

What we need
Is a measure with power
To open the door
To the Ivory Tower

Survey research
Describes frequencies
Like how many people
Give to charities

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5 Power – the ability to produce different results when different things are measured.
Surveys also
give us correlations
But they lack
causal explanations

So most important
is the science of “why”
Cause and effect is
The apple of our eye

IVs and DVs are the
Tools of experiments
They comprise
Most of our measurements

To dis-entangle
Cause and effect
And answer “why questions”
With greatest affect

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6 Psychology especially values experimental research. Non-experimental research is devalued.
7 Independent (cause) and Dependent (effect) variables
8 IVs are not always “measured,” but may be a dichotomy, such as experimental group & control group.
Just one more thing
Before I close:
Part of research
Nuts and bolts

Research ethics
We must not forget
We have guidelines
That aid and abet

The protection of Participants
From Harm and neglect

Informed consent and
Freedom of choice
Providing benefits
And getting to the point

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9 Both human and animal. In the old days, “participants” were called “subjects,” but psychologists came to the conclusion that this was demeaning, perhaps dehumanizing.
10 The ethical treatment of human research participants involves: (1) informed consent; (2) freedom from coercion; (3) protection from harm; (4) risk-benefit analysis; and (5) debriefing.
Of what the research
Was really all about
And not leaving people
All spaced out

And so there we have it:
Methods in a nutshell
I’m done I’m out,
I’m Professor Hal!

\[^1\text{Versus clinging to dogmatic beliefs & assumptions}\]