

Compare and contrast the use of structured with semi-structured interviews when conducting research in psychology.

Explain how the validity of qualitative research in psychology may be improved by triangulation techniques that employ different research methods.

Examine issues that arise when generalizing from one individual case study.

a) Describe what is meant by the post-modern method of transcribing interviews.

b) Evaluate the use of the post-modern method of transcribing interviews.

a) When using observation as a research method, account for each of the following:

(i) participant expectancies

(ii) researcher expectancies.

b) Evaluate how each of the two expectancies mentioned above may affect the validity of the research findings.

Explain the process of content analysis as it is applied to printed material (e.g. psychological case studies or data from interviews).

(a) Identify three types of triangulation and briefly describe how each of these may be applied in qualitative research.

(b) Discuss how the use of one type of triangulation may affect credibility in qualitative research.

Explain the process of applying content analysis to printed material from an email interview.

Examine one sampling technique used in qualitative data collection.

“Verbal protocols are a record of what people say when they are asked to think aloud as they perform a task.”

(a) Explain why a verbal protocol is used.

(b) Identify an example of a task for which a verbal protocol would be appropriate.

(c) Discuss how the transcript of a verbal protocol could be analysed.

Explain the processes involved in a small scale survey that could be used to investigate a psychological question.

Discuss how you would conduct a case study of a small group of people who are to work together as a team over a period of a few weeks.