Research Processes, Choices & Validity Consequences

Research Process — Choices Made — Validity Consequences

Participant Selection

"Who participates in the Study"

Target Population ___

Sampling Frame

Selected Sample

Data Sample

Complete or Purposive

Researcher- or Self-selected Simple or Stratified

Attrition

External → Population Validity

Participant Assignment*

"Who participates in what condition(s), when?"

Population (Representative or easy to control) **Setting** (Laboratory, Structured or Field)

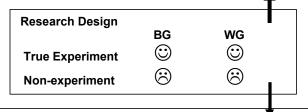
Assignment Procedure

- random assignment of individuals by the researcher ©
- random assignment of groups ☺
- random assignment arbitrary conditions by researcher ③
- random assignment conditions set by "administrator" 🗇
- self assignment ⊗
- non-assignment (e.g., natural or pre-existing groups) ⊗

Internal → Initial Equivalence Validity

(Measured/Subject variables)

Choices of "who" and "where" can influence ability to perform proper random assignment



IV Manipulation, Task Completion & Data Collection

IV manipulation happens first. Sequence and timing of the others can vary greatly. **Population** (Representative or easy to control) **Setting** (Laboratory, Structured or Field)

Task/Stimulus (Representative or easy to control)

Length of manipulation (shorter or longer)

How IV is manipulated How DV is measured

Internal → Ongoing Equivalence Validity

(Manipulated/Procedural variables)
. "what doing", and "for how long" can

Choices of "who", "where", "what doing", and "for how long" can influence the ability to maintaining control & get good measures

External → Population, Setting, Task/Stimulus

Choices of "who", "where", "what doing", and "for how long" can influence the ability to generalize research findings

Measurement Validity

Not all IV manipulations and DV measures are "equally good" – should know "conventions" and "traditions"

Choices of "who", "where", "what doing", and "for how long" can influence the ability to perform proper IV manipulations and/or get good measurement of the DV

Data Analysis

Statistical Conclusion Validity