Research Processes, Choices & Validity Consequences

Research Process → Choices Made → Validity Consequences

**Participant Selection**

*“Who participates in the Study”*

- **Target Population** → Complete or Purposive
- **Sampling Frame**
- **Selected Sample** → Attrition
- **Data Sample**

**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 😊
- 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

**Research Design**

- True Experiment 😊
- Non-experiment 😊

**IV Manipulation, Task Completion & Data Collection**

**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)

Choices of “who”, “where”, “what doing”, and “for how long” can influence the ability to maintain 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**

- Complete or Purposive
- Researcher- or Self-selected
- Simple or Stratified
- Attrition

**Research Design**

- BG 😊
- WG 😊