# Introduction to Research Methods in Psychology

Third Edition

Dennis Howitt Loughborough University

Duncan Cramer Loughborough University

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Harlow, England • London • New York • Boston • San Francisco • Toronto • Sydney • Singapore • Hong Kong Tokyo • Seoul • Taipei • New Delhi • Cape Town • Madrid • Mexico City • Amsterdam • Munich • Paris • Milan سرشناسه : هاریت، دنیس Dennis ,Howitt

منوان و نام بدیدآور : Introduction to Research Methods in Psychology

/Dennis Howitt, Duncan Cramer

مشخصات نشر : نهران: أواي نور، ۱۳۹۱=۲۰۱۲م.

مشخصات ظاهری : ۲۷۴ص: جدول تمودار ،

وضعيت فهرست نويسى 🔞 فييا

ياددائت : انگليس.

بادداشت : واژه نامه

آوانویسی عنوان : اینتروداکشن تو ریسرچ...

موضوع : روانشناس — تعقیل -- روششناس

ناب افزوده : کرامر، داتکن. ۱۹۴۸ - م. Cramer, Duncan : ۲۹۱۸ - م. ۱۳۹۱

10.00

شماره کتابشناسی ملی : ۲۸۷۱۲۴۷



انتشارات أواي نور

تهران – میدان انقلاب – خیابان وحید نظری – پلاک ۹

تلفرز ۶۶۹۶۷۳۵۵ دورنگار: ۶۶۲۸۰۸۸۲

Introduction to Research Methods in Psychology

Pearson Education Limited

Third Edition, Copyright 2011

Dennis Howitt, Duncan Cramer

چاپ اول – سال ۱۳۹۱ – شمارگان ۵۰۰ جلد

چاپ و صحافی کسری

قیمت: ۱۷۰۰۰ تومان

Pearson Education Limited Edinburgh Gate Harlow Essex CM20 2JE England

and Associated Companies throughout the world

Visit us on the World Wide Web at: www.pearsoned.co.uk

First published 2005 Second edition 2008 Third edition published 2011

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ISBN 978-0-273-73499-4

British Library Cataloguing-in-Publication Data
A catalogue record for this book is available from the British Library

#### Library of Congress Cataloging-in-Publication Data

Howitt, Dennis.

Introduction to research methods in psychology / Dennis Howitt, Duncan Cramer. -- 3rd ed.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-273-72607-4

1. Psychology--Research--Methodology. I. Cramer, Duncan. II. Title.

BF76.5.H695 2011

150.72-dc22

2010036374

10 9 8 7 6 5 4 3 2 1 14 13 12 11 10

Typeset in 9.5/12pt Sabon by 35
Printed by Ashford Colour Press Ltd, Gosport

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#### Companion Website for students

- · Overview: A short introduction to each chapter gives students a feel for the topics covered
- Multiple choice questions: A set of MCQ's for every chapter allow students to check knowledge and understanding
- Essay questions: Between 6-8 essay questions for every chapter help students to plan for coursework and exams
- Ethical dilemmas: 12 cases, each with different scenarios and questions, encourage students consider the wider implications of a research project
- Guide to statistical computations: A short guide to statistical tools and techniques for easy reference when online
- Roadmaps: A set of visual guides to help students find the right test to use to analyse a set of data

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- Search tool to help locate specific items of content
- E-mail results and profile tools to send results of quizzes to instructor.
- Online help and support to assist with website usage and troubleshooting

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# Guided tour

#### CHAPTER 1

## The role of research in psychology

#### Clear Overview

Introduces the chapter to give students a feel or the topics covered

## Key Ideas

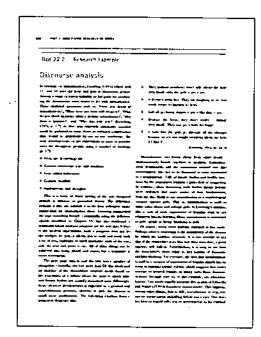
Outlines the important concepts in more depth to give you a fuller understanding

#### **Practical Advice**

Gives you handy hints and tips on how to carry out research in practice

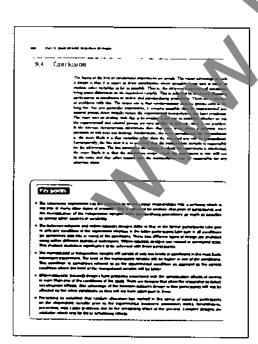
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Important points to summer



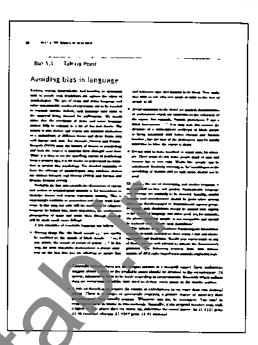
#### Research Example

Explores a real example of research being carried out, giving you an insight into the process



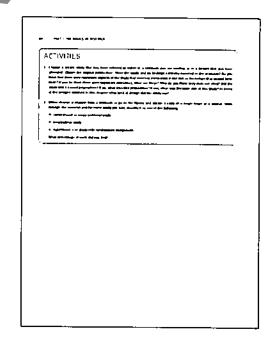
## Conclusion/Key Points

Each chapter has a conclusion and set of key points to help summarise chapter coverage when you're revising a topic



#### Talking Point

investigates an important debate or issue in



#### **Activities**

Each chapter concludes with activities to help you test your knowledge and explore the issues further

## Introduction

The third edition of Introduction to Research Methods in Psychology is one of three books designed to cover the major approaches to psychological research and analysis as they are currently practised. We do not believe that with this intention in mind, research methods and data analysis can be covered satisfactorily in a single volume, though you will find examples of successful textbooks based on this formula in almost any university bookshop. Modern psychology is extremely varied in the styles of research it employs and the methodological and statistical sophistication that it currently enjoys would have been undreamt of even just a few years ago. It does students a disservice to provide them with those few basics which once would have been sufficient but now are hopelessly inadequate to meet their needs. To our minus, the incredible progress of modern psychology means that teaching resources must struggle to keep up to date and to cope with the variety of different educational experiences provided by different universities. At heart, each volume in our trilogy Introduction to Research Methods in Psychology, Introduction to Statistics in Psychology and Introduction to SPSS Statistics in Psychology is modularly constructed. That is, we do not expect that all their contents will be covered by lecturers and other instructors. Instead, there is a menu of largely self-contained chapters from which appropriate selections can be made.

This is illustrated by the coverage of Introduction to Research Methods in Psychology. This is unusual in the both quantitative and qualitative research are covered in depth. These are commonly but, in our opinion, wrongly seen as alternative and incompatible approaches to psychological research. For some researchers, there may be an intellectual incompatibility between the two. From our perspective, it is vitally important that students understand the intellectual roots of the two traditions, how research is carried out in these traditions, and what each tradition is capable of achieving. We believe that the student who is so informed will be better placed to make intelligent and appropriate choices about the style of research appropriate for the research questions they wish to address On its own, the qualitative material in this third edition effectively supports much of the qualitative research likely to be carried out today. There is as much detailed practical advice and theory as is available in most books on qualitative research methods. (If more is required, Dennis Howitt's Introduction to Qualitative Research in Psychology [Howitt, 2010] will probably meet your requirements.) But this is in addition to the quantitative coverage, which easily outstrips any competition in terms of variety, depth and authority. We have tried to provide students with resources to help them in ways largely ignored by most other texts. For example, the chapter on literature searches is comprehensive and practical. Similarly, the chapter on ethics meets the most recent standards and deals with them in depth. The chapter on writing research reports places report writing at the centre of the research process rather than as an add-on at the end. We would argue that a student requires an understanding of the nature of research in psychology to be able to write a satisfactory research report. However, we have included a chapter which illustrates many of the problems that are found in research reports in response to requests for such material.

As far as is possible, we have tried to provide students with practical skills as well as the necessary conceptual overview of research methods in modern psychology. Nevertheless, there is a limit to this. The bottom line is that anyone wishing to understand research needs to read research, not merely plan, execute, analyse and write-up research. Hence, almost from the start we emphasise that reading is not merely unavoidable but crucial. Without such additional reading, the point of this book is missed. It is not intended as a jumble of technical stuff too boring to be part of any module other than one on research methods. The material in the book is intended to expand students' understanding of psychology by explaining just how researchers go about creating psychology. At times this can be quite exciting as well as frustrating and demanding.

This is the fifth book the authors have written together. It is also the one that came close to spoiling a long friendship. What became very clear value writing this book is how emotive the topic of research methods can be. We found out, perhaps for the first time, how different two people's thinking can be, even when dealing with reemingly dry topics. As a consequence, rather than smooth over the cracks, making join, when this was not possible, you will find that we have incorporated the differences of opinion. This is no different from the disparity of positions to be found within the discipline itself – probably less so.

The main features of this book are:

- in-depth coverage of both quantitative and qualitative methods;
- a range of pedagogic features including summaries, exercises, boxes and step-by-step instructions where appropriate;
- · analysis strategies provided for the research designs discussed;
- detailed information about the structure, purpose and contents of research reports;
- the use of databases and other resources;
- suggestions about how to develop research ideas for projects and similar studies;
- ethics as an integral feature of the work of all psychologists.

Introduction to Research Methods in Psychology is part of the trilogy of books which also includes introduction to Statistics in Psychology and Introduction to SPSS Statistics in Psychology. In Introduction to Research Methods in Psychology we have tried to make the presentation both clear in terms of the text but with additional visual learning aids throughout the book. The main new additions to the other two more statistically oriented books, apart from colour, are in terms of the statistical techniques of power analysis and moderator effects. These reflect our determination to provide resources to students which are both user-friendly and professionally oriented. Increasingly research is part of many of the different sorts of careers which psychology students enter – we simply hope that our books speed the user towards a considered, mature approach to research.

Introduction to Statistics in Psychology, we feel, remains the best introduction to statistical concepts for students at all levels. The intention is to provide an introduction to statistics for the beginner which will take them through to the professional level unproblematically. Introduction to SPSS Statistics in Psychology is a quicker approach to learning and carrying out statistical procedures than Introduction to Statistics in Psychology. Instead of detailed explanations of theory together with practical details, Introduction to SPSS Statistics in Psychology provides a short conceptual introduction to each statistical routine together with step-by-step screenshots and instructions about their calculation using SPSS Statistics.

Education is a cooperative effort. So should you find errors then please let us know. These can be difficult to spot but easy to correct – some can be made when a book is reprinted. Ideas and comments of any sort would be most welcome.

# Acknowledgements

## Authors' acknowledgements

The authors would like to express their gratitude to the following for the immense contribution that they have made to this book:

- Janey Webb our editor at Pearson Education who was indefatigable in planning and progressing this third edition. As ever, Janey was remarkably supportive at every stage.
- Catherine Morrissey Janey's assistant at learson Education kept things flowing but has now moved on to a new job. Good luck to Catherine in that.
- Mary Lince and Georgina Clark-Mazo they took charge of production of the book and made sure that everything happened when it should have happened and that the impossible was routine.
- Kevin Ancient was responsible for the text design without which the book would be much harder to read and navigate around.
- Nicola Woowat provided the cover design which continues the tradition of striking covers for this book and the others in the set.
- Ros Woodward she copy-edited our manuscript into the lively structure of the final book and generally made the manuscript work as a book.
- Rose James proof-read the book and sported the things which the authors never would,
- Annette Musker was responsible for the index which makes navigation through the book so much easier.
- Louise Newman was responsible for the accompanying website which does so much to make the book even more useful.

Authors are highly dependent on academic reviewers for new ideas and general feedback. The following were tremendously helpful in planning this third edition:

- Deborah Fantini, University of Essex
- Claire Fox, Keele University
- · Koen Lamberts, University of Warwick
- Jane Walsh, National University of Ireland, Galway
- Dr Paul Seager, University of Central Lancashire

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and L. V. Langenhove, Rethinking Methods in Psychology, 'Grounded theory', p. 39, Charmaz, K. (© SAGE, 1995); Table 26.1 adapted from The 100 most eminent psychologists of the 20th century, Review of General Psychology, 6, 139-52 (Haggbloom, S. J., Warnick, R., Warnick, J. E., Jones, V. K., Yarbrough, G. L., Russell, T. M. et al. 2002), American Psychological Association.

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