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| What is a **laboratory** experiment?  http://www.coloradomesa.edu/sbs/images/ratlab02.jpg | **Advantages:**  *Think about:* control, extraneous variables, ethics, replicability, ecological validity. | |
| **Disadvantages:**  *Think about:* control, extraneous variables, ethics, replicability, ecological validity. | |
| What is a **field** experiment?  http://www.holah.co.uk/images/observation.jpg | **Advantages:**  *Think about:* control, extraneous variables, ethics, replicability, ecological validity. | |
| **Disadvantages:**  *Think about:* control, extraneous variables, ethics, replicability, ecological validity. | |
| What is a **natural** experiment?  http://www.creativitypost.com/images/made/images/uploads/psychology/Segal_BTRA%20Wide_610_300_s_c1_center_center.jpg | **Advantages:**  *Think about:* control, extraneous variables, ethics, replicability, ecological validity. | |
| **Disadvantages:**  *Think about:* control, extraneous variables, ethics, replicability, ecological validity. | |
| Describe the ‘**independent measures’** experimental design. | | When would it be used? What are the advantages/disadvantages?  *Think about*: Numbers of participants needed, order effects, individual differences, difficulties of matching. |
| Describe the ‘**repeated measures’** experimental design. | | When would it be used? What are the advantages/disadvantages?  *Think about*: Numbers of participants needed, order effects, individual differences, difficulties of matching. |
| Describe the ‘**matched pairs**’ experimental design. | | When would it be used? What are the advantages/disadvantages?  *Think about*: Numbers of participants needed, order effects, individual differences, difficulties of matching. |

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| What are the advantages of a questionnaire vs. an interview? | *Think about*: time, expense, depth of information, honesty. |
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| What is a case study? | **Advantages and disadvantages?** |