Essential Question: How do psychologists use observation in their research?

**The Testing Method**

- Psychologists use several kinds of psychological tests, including:
  - Intelligence tests
  - Aptitude tests
  - Personality tests

**The Case-Study Method**

- A case study is an in-depth investigation of an individual or a small group.
- Psychologists use what they learn in a case study to generalize broader principles that apply to the larger population.
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The Longitudinal Method

- In the **longitudinal method**, researchers select a group of participants and then observe those participants over a period of time, often years or even decades.
- Psychologists use this method to observe how people change over time.

The Cross-Sectional Method

- In the **cross-sectional method**, instead of following a set of individuals over a number of years, researchers select a sample that includes people of different ages.
- This allows researchers to compare the behavior of participants in different age groups.
Essential Question: How do psychologists use observation in their research?

The Naturalistic-Observation Method

• When psychologists observe children as they learn language naturally, such as while they interact with other children, they are using naturalistic observation.

• In naturalistic observation, psychologists try not to interfere with the individuals they are observing.

The Laboratory-Observation Method

• When psychologists observe behavior in a laboratory rather than in the field, they are conducting laboratory observation.

• A laboratory is any place that provides the opportunity for observation and experimentation.

• The Skinner box and the maze are both examples of laboratories.