

Quantitative		Qualitative
Between-subjects / unrelated design - Two different groups of participants – any one participant can ONLY belong to one group - E.g., age 18-24 or 25-32 Within-subjects / related design - One group of participants that take part in ALL conditions within the study - E.g., all participants see circular and triangular warning signs	Null hypothesis - An assumption of no effect being observed – <i>this is always implicitly there</i> Experimental / Study hypothesis - A prediction about the difference that is likely to be observed (based on previous literature)	Interviews A one-to-one structured discussion with a participant that aims to elicit in-depth textual/conversational data. Useful when topics are sensitive. Likely to elicit more in-depth content (longer ‘speaking’ time) Focus groups A research method that brings together a small group of people to answer questions in a moderated setting. The interviewer has a set of questions and prompts that can be used to garner discussion. Group size usually 6-8 participants – small enough to allow all P’s to contribute and large enough to encourage interaction without being unmanageable.
	One-tailed hypothesis - Making a statement about the direction of the difference expected - E.g., males will score significantly higher than females on a measure of alcohol consumption Two-tailed hypothesis - Expecting a difference but no statement of direction - E.g., there will be a difference in alcohol consumption levels between males and females	Thematic analysis Flexible, uses coding to identify themes in data. Can involve small or large samples IPA Type of thematic analysis that allows for deeper exploration of individual lived experience – a more specialised form of analysis. Usually to analyse interviews (rather than focus groups). Small samples.
	Independent variable - The variable that is manipulated by the researcher – is assumed to influence the dependent variable – ‘cause’ Dependent variable - The outcome measure or behaviour – assumed to be influenced by the independent variable – ‘effect’ Confounding variable - A variable that can influence the IV and the DV in a study, thus distorting the observed effect between two variables	Ethical principles
	P < .05 = significant – hypothesis would be accepted P > .05 = non-significant – hypothesis would not be accepted OR null hypothesis would be accepted	Four ethical principles Competence - not providing services outside of expertise, maintaining skills, recognising needs for development. Respect - For dignity of Ps, privacy, confidentiality, consent. Consideration of issues of power. Responsibility - Accepting responsibility for what is within your power. Not abusing trust others place in you; managing potential power of influence. Duty towards others is paramount. Integrity - Being honest and accurate with actions and decisions. Setting self-interest to one side and being open to challenging one’s own behaviour in a professional context.
Statistical Tests		
Between-subjects design Independent samples t-test	1 = appropriate title (words ‘scatterplot’, ‘relationship’ must be present, and both variables included) 1 = X axis labelled and numbered appropriately (related to study) 1 = Y axis labelled and numbered appropriately (related to study) 1 = all data points accurately plotted 1 = attempt at adding an appropriate fit line	Basic ethics considerations
Within-subjects design Paired samples t-test		Informed consent Ensuring participants are aware of the nature of the study, what is expected of them and how long their participation will take. Also, appropriate consent for certain populations. Debriefing Fully explaining the purpose/aim of the research, gives participants a final chance to withdraw, remind about confidentiality of data Deception Deceiving or misleading participants re: the true nature or purpose of the study. Confidentiality Ensuring participants personal information and any data collected is kept safe and confidential – not shared with any other person (outside of research team / unless for safety issues) Anonymity Ensuring all data is anonymous – storing consent forms separately from any data collected. Anonymous data is untraceable.
For categorical data only Chi-square (for independence)		
Non-experimental designs (correlational) Pearson’s Product Moment Correlation	Correlation: r value	
Calculating the mean	r value closer to 1 (either positive or negative) indicates a stronger relationship Positive relationship = as scores on one variable increase, scores on the other tends to increase Negative relationship = as scores on one variable increase, scores on the other tend to decrease MUST REFER TO VARIABLES IN THE INTERPRETATION (SECTION C Q5)	
Add all values together and divide by the number of data points		