

Problems with experimental research

INVESTIGATOR EFFECT:

- **Experimenter bias**
- **Experimenter expectancy has** a systematic effect on the performance of participants
- **Interviewer bias**

PARTICIPANT REACTIVITY:

- **Demand characteristic**
- **Evaluation apprehension and Social desirability bias**
- **Hawthorne effect:** the situation in which independent variable has an effect on the behaviour merely because the participants are aware they are being observed

CONTROL OF INVESTIGATION EFFECT:

- **Double blind-a procedure** in which neither the experimenter nor the participants know the precise aims of the study; where possible, they do not know the conditions in which each participant has been placed.
- **Single blind procedure** in which the participants are not informed of the condition in which they have been placed.
- **Placebo conditions-control** group thinks it is receiving the experimental treatment
- **Standardized instructions:** set of procedures that are the same for all participants