

# Award of Achievement

This is to certify that

\_\_\_\_\_ has completed the **A level course in Research Methods** and **understands** that Research Methods underpins **EVERYTHING** in Psychology.




The  **dilemma** for researchers is the need to  **balance** various factors (such as control versus realism).

They need to design research studies that

- have **INTERNAL VALIDITY** *If a study lacks internal validity then the findings are meaningless.*
- have **EXTERNAL VALIDITY** *If a study lacks external validity then we can't generalise the findings to other situations.*
- are **ETHICALLY ACCEPTABLE**

Some studies are well controlled (*high internal validity*) but only apply to certain settings or people (*low external validity*), or vice versa.

 **YOU** understand all of this and herewith are empowered to present ***informed evaluations*** of research in psychology.

*Beth Braun* *Carx Floy*

