

KEY TERMS – Introduction

Use coloured pencils or highlighters. Colour the boxes below based on how well you know the key term.

- **Green** = you know it and could explain it to someone else
- **Yellow** = you think you know it, but you're not 100% confident
- **Red** = you don't know it

Term	Before we begin	End of unit	End of year
Behaviour			
Cognitive processes / Mental processes			
Theory / Model			
Empirical evidence			
Anecdotal evidence			
Meta-analysis, publication bias			
Experiment			
Field experiment			
Quasi-experiment / Natural experiment			
Correlational studies			
Positive / negative correlation			
Cause-effect relationship			
Bidirectional ambiguity			
Double blind experiment			
Quantitative research methodology			
Null hypothesis / Alternative hypothesis			
Independent variable			
Dependent variable			
Extraneous variable, confounding variable			

Placebo			
Control group			
Demand characteristics (Hawthorne, screw-you...)			
Researcher bias			
External validity (ecological validity, population validity, generalizability)			
Internal validity			
Reliability (inter-rater, test-retest)			
Objectivity			
Population			
Sample			
Sampling techniques (e.g. random, stratified, opportunity, purposive...)			
Qualitative research methodology			
Case study			
Interview (unstructured, semi-structured...)			
Focus groups			
Observation (covert-overt, participant...)			
Triangulation (data, researcher, methodological, theoretical...)			
Reflexivity			
Transferability			
Content analysis			
Ethical guidelines (e.g. informed consent, anonymity, right to withdraw, debriefing...)			