

Basic Research Methods

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A. Five Psychological Data Construction Procedures

1. The BEHAVIOR. The show! What you perceive: see, hear, smell, feel, taste. What the person manifests.
2. The EFFECT. Your response! What the person *does to you*. Your experience as the *object* of their behavior.
3. The FEELING. Empathy, identification! Who *you become* when you are a *subject* behaving their way.
4. The CLAIM. The story! What the person *says they're doing*.
5. The INFERENCE. What *you deduce* from theory to be the meaning which follows from any or all of the above.

B. Four Research Design Principles

1. IDENTIFYING categories: *naming*.
2. REPLICATING identities: *counting*.
3. CONTROLLING identifiable interactions and interferences: *matching, blocking, stratifying*.
4. RANDOMIZING unidentifiable interferences: *sampling, assigning, distributing*.

C. Three Measurement Requirements

1. UNITS to count with: linearity, additivity, *differences*.
2. ORIGINS to count from: multiplicativity, *ratios*.
3. INVARIANCE to count on: objectivity, *generality*.

D. Three Statistical Requirements

1. AMOUNT: **measure** estimated through a measurement model.
2. ACCURACY: **error** of estimation defined by the measurement model; precision, margin of error, *reliability*.
3. COHERENCE: **fit** of these data to the measurement model; consistency, data quality, *validity*.