

DOING RESEARCH/DISCERNING THE WORTH of RESEARCH

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IV Internal Validity refers to the level of CONTROL that the investigator has over the independent variables, plus other variables (e.g., antecedent variables, confounding variables) too.

EV External Validity refers to the level of GENERAL-IZABILITY of the reported data relative to other settings and/or populations.

HV Heuristic Value refers to the level of interest, perceived importance, and/or timeliness of the reported findings for the readership and/or the viewership.

	IV	EV	HV
Laboratory experiments	Hi	Lo	??
Field experiments	Mod	Mod	??
Nat. exp. Or field studies (e.g., The “BIG EVENT”)	Lo	Mod-Hi	??
Case studies	Lo	Lo	??

What is the primary reason that studies like these are conducted and/or reported? Why should you conduct and/or read studies/experiments such as these?

Doing/Discerning Research--2

The “TIME” Dimension in Doing “Good Research”

	T1	T2	T3	
Retrospective research:	X	O		
Cross-sectional research	XO1 XO2 XO3			
Longitudinal research	XO1	XO2		
CS/L Research	AO BO	AX B--	AO BO	A-- AO BX BO

CS/L Research-type studies is likely the best choice for RT/CR-type researchers!

Campbell & Stanley’s Possible Sources of Invalidity:

Pre-Experimental Designs:

1. One-shot case studies XO
2. One-group pretest-posttest studies OXO
3. Static-group-type studies AXO
B--O

Doing/Discerning Research--3

True Experimental Designs:

4. Pretest-posttest control group-type studies

R AOXO
R BO--O

5. Solomon Four Group- type studies

R AOXO
R BO--O
R C--XO
R D----O

6. Posttest-only control Group-type studies

R A--XO
R B----O

Notably, Design #6 is the most valid design, with the fewest encumbrances, and is the recommended design for CT/RT-type researchers who wish to report reasonably valid findings to its readership/viewership.

R = Randomly assigned

A, B, C, D = Individual groups

X = Treatment

O = Observation

--+ = No treatment and/or no observation