## **PET - FIELD EXPERIMENTS**

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| **Define the**  **method** | **Experiments conducted in the real world in natural situations** | | | | |
| **Example(s)** | **Rosenthal and jacobson** | | | | |
| **Circle correct** | **Quantitative** | **Qualitative** | **Positivist** | **Realist** | **Interpretivist** |
|  | **Strengths** | | **Weaknesses** | | |
| **Practical** | * No set up needed * Conducted in normal social situations * There is a much lesser risk of demand characteristics as participants may not be aware that they are being studied. * More economical | | * Schools/workplaces may be reluctant to let researchers in * Field experiments make it hard to control extraneous variables which could influence the results. | | |
| **Ethical** | * Behaviour in a field experiment is more likely to reflect real life because of its natural setting * You can gain consent | | * Lack of informed consent * Kids are more vulnerable and likely to change * People often get lied t o | | |
| **Theoretical** | * Better external validity * Greater ecological validity * Possibly reliable because you can repeat the experiment | | * Research participants changing their behaviour ( Hawthorne effect) * Lacks reliability due to lack of control of variables. * Lacks representativeness due to small sample sizes | | |