## **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.
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| **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
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| **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
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