## **PET - FIELD EXPERIMENTS**

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| **Define the** **method** | Conducted in the real world under normal social conditions, but following similar procedures to the laboratory experiment.  |
| **Example(s)** | Rosenthal and Jacobson 1968 *Pygmalion in the Classroom.*Irene Zempi-b ‘Unveiling Islamophobia’ 2014. |
| **Circle correct** | **Quantitative** | **Qualitative** | **Positivist** | **Realist** | **Interpretivist** |
|  | **Strengths**  | **Weaknesses**  |
| **Practical** | * You do not always have the Hawthorne effect.
* They are in normal social situations with normal social conditions.
* May be easy to set up as it happens in real life.
* Less time consuming than a lab experiment.
* Could record or film it.
 | * Difficult to replicate as they do not allow the researcher to control the important variables.
* As you cannot control all of the variables, you cannot be sure that you have identified the true cause.
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| **Ethical** | * Could gain consent.
 | * Research might have negative consequences for the participants.
* Do not always receive informed consent.
* The researcher may mislead the participants e.g. Pygmalion in the classroom.
* Could cause psychological harm to the participants.
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| **Theoretical** | * Not artificial which increases the validity.
* Representative as they are in natural conditions.
 | * Unreliable as it is difficult to replicate.
* Validity could be decreased as there is no communication between the researcher and the participant.
* Could have a Hawthorne effect which lowers the validity.
* Interpretivists dislike them if the participants are manipulated.
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