



Research Methods Correlations

Psychology 320
Social Psychology

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1

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Survey Methodology

- Descriptive
- Results are correlational
- Sampling problems
- Questioning problems
 - sensitive issues?

2

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Correlation

- Correlation is the relationship between two things, it is **NOT** causation.
- 3 or more possibilities
 - A→B
 - B→A
 - C→A & B

3

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Correlation

- Range from -1.0 to $+1.0$
- Negative correlations→two variables move in opposite directions.
- Positive correlations→two variables move in the same direction.
- Zero correlation→two variables are not related.

4

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Negative Correlations

- Inches of snow and temperature
- Anxiety and Experience
- Prejudice and Education

5

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Positive Correlations

- Salary and Domicile Square Footage
- Nervousness and Number of People in the Audience
- Test Scores and Activity Completion

6

Zero (no) Correlations

- Intensity of Color and Folder Contents
- Education and Office Cleanliness
- Attractiveness and Injuries