

Correlational Studies

Designs

- Research that examines the relation among variables
- Best used when you can't manipulate particular variables in the lab
- Often used with survey data

Examples of Hypotheses

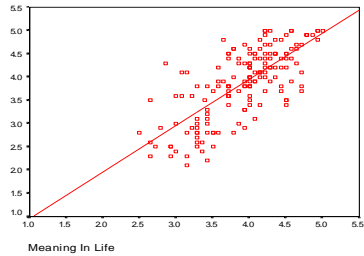
- Extraversion is positively associated with the amount of friends a person has
- GPA is negatively associated with amount of drinking

Determining Correlations

- _____
- Pearson's r
 - Range: +1 to -1
 - .10 is weak, .30 is moderate, .50 is strong

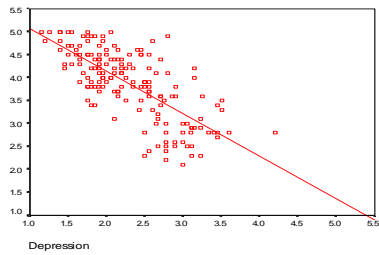
Correlation

- Scores on one variable increase as scores on the other variable increase



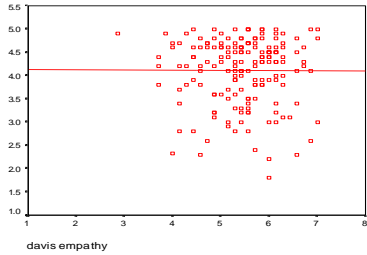
Correlation

- Scores on one variable increase as scores on the other variable decrease



Correlation

- Scores on one variable don't have any relation to scores on the other variable



Pros and Cons

- Pros
 - Easy to run and analyze
 - Can examine almost any variable
- Cons
 - Can't determine direction of causation
 - Effects of outliers on magnitude

Three Explanations for a Correlation

