

AO1 - What are the different locations?

Laboratory - most scientific location, a **specially designed** environment; as such, it allows **maximum control** over variables. An environment that has been 'set up', they offer access to any equipment. **Experiments** and **observations** are commonly carried out in a laboratory.

Field - **natural setting outside of the laboratory**. Examples of where research can be carried out include schools, shopping centres, office blocks, hospitals and nurseries. The environment may or may not be new to the participant. Nearly all research methods can be carried out in the field, e.g. experiment, observation and self-report methods.

Online - internet as a tool to conduct psychological research. Psychologists can observe new behaviours online as well as traditional psychological topics more efficiently and on a scale and scope they could never have imagined fifty years ago. Surveys and experiments are the most commonly used methodologies online, and researchers utilise social networking sites as well as specific research sites such as <https://bit.ly/2NXudTq> to find samples and conduct research.

AO2 - Apply knowledge to a novel situation

A good linked response will make reference to:

- the actual sample and not just participants in general
- the task being undertaken
- the research aims
- the details given as part of the scenario.

Remember: unless you contextualise your response using the details given, you cannot access top band marks.

AO3 - Evaluating the different locations

- Lab:**
- + Highly controlled, higher internal validity, can utilise specialist equipment.
 - Low ecological validity, increased risk of demand characteristics.
- Field:**
- + High ecological validity, can research a vast array of topics, findings likely to be more reflective of real life.
 - Lower internal validity due to a lack of control over variables.
- Online:**
- + Can access diverse, large samples, data is collected electronically so easy to analyse, easy to replicate.
 - Ethical issues with regard to Informed Consent and participant identity, question mark over the honesty of participants and the validity of the data collected.