7.8 Types of Experiment: Laboratory, Field, Natural and Quasi-Experiments: 10-minute Pack

AQA 7182 · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions.

1 Define a field experiment in psychology, giving an example of the setting and stating how control compares with a laboratory experiment.

(Total for Question 1 is 2 marks)

2 Outline one advantage of laboratory experiments and one limitation of quasi-experiments with respect to generalisability and control. Give one sentence of explanation for each point.

(Total for Question 2 is 4 marks)

3 Vignette: A psychology team sets up hidden speakers in a busy shopping arcade to play varying levels of background music volume and measures shoppers speed of walking past a particular shop. Participants are shoppers unaware they are in a study. Identify which type of experiment this is and justify your decision in terms of setting and control over variables.

(Total for Question 3 is 3 marks)

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Mark scheme · 7.8 Types of Experiment: Laboratory, Field, Natural and Quasi-Experiments: 10-minute Pack

Question 1

states that a field experiment takes place in a natural, real-world setting such as a street, school or workplace oe	**B1**
states that control over variables is lower than in a laboratory experiment, because the setting is less controlled oe	**B1**

Answer: A field experiment is conducted in a real-world setting, such as a street, school or workplace, where the researcher manipulates the IV but has less control over extraneous variables than in a laboratory experiment.

Question 2

advantage: laboratory experiments have high control which improves internal validity and replicability oe	**M1**
explanation: controlling extraneous variables and standardising procedures reduces alternative explanations and allows replication across studies oe	**A1**
limitation: limited control because participants cannot be randomly allocated to the pre-existing groups, so participant differences may confound the comparison; or limited generalisability if the groups/sample or context are unrepresentative, oe	**M1**
explains the chosen limitation: pre-existing participant differences offer alternative explanations, weakening causal inference; or explains why the particular sample/context limits application to other people or settings, oe	**A1**

Answer: Laboratory experiments allow control of extraneous variables and standardised procedures, improving internal validity and replicability. In quasi-experiments, participants cannot be randomly allocated to pre-existing groups, so other group differences may explain results and weaken causal conclusions. Alternatively, explain limited generalisability where the sample or setting is unrepresentative.

Question 3

identifies the design as a field experiment cao	**B1**
justifies by referring to a real-world natural setting (shopping arcade) where the researcher manipulates the IV (music volume) oe	**M1**
adds that control is lower than in a lab because participants are unaware and there are many uncontrolled extraneous variables (crowd, distractions) oe	**A1**

Answer: Field experiment, because it is conducted in a real-world setting (a shopping arcade) with the researcher manipulating the independent variable (music volume) but with lower control over extraneous factors than in a laboratory.

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