

Experiments



Artificial/ Laboratory Experiments:

Elton Mayo (1927) The Hawthorne Effect

P.E.T.	Advantage	Disadvantage
Practical Time, Research Opportunity, Money, Access to Participants, Personal Characteristics of researcher		
Ethical Deception, Right to Withdraw, Informed Consent, Social Sensitivity, Protection from Harm		
Theoretical Positivist or Interpretivist Quantitative or Qualitative Reliable or Valid Generalisability		

Asked to conduct an experiment by the Hawthorne Electricity Works to see if lighting conditions effected staff productivity, Mayo found that the 'subjects' (staff) changed their behaviour simply because they were being studied.

Highlight some of the issues Mayo may have faced in conducting this research

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Experiments

Natural/ Field Experiments:

P.E.T.	Advantage	Disadvantage
Practical Time, Research Opportunity, Money, Access to Participants, Personal Characteristics of researcher		
Ethical Deception, Right to Withdraw, Informed Consent, Social Sensitivity, Protection from Harm		
Theoretical Positivist or Interpretivist Quantitative or Qualitative Reliable or Valid Generalisability		



Rosenthal & Jacobson (1968):
 'Teacher Expectations & the Effects of Labelling'.

Rosenthal & Jacobson wanted to study the effects of labelling within the classroom. They told teachers that one group of students were 'High Flyers' whilst a different group were 'Less Able' (the groups were in fact of similar ability). Nevertheless teachers interacted with the students according to these labels & the 'High Flyers' achieved higher than the 'Less Able' group.

Highlight some of the issues Rosenthal and Jacobsen may have faced in conducting this research



Methods in Context Link