

Lab Experiments

Lab experiments focus on proving or disproving a _____ about human behaviour. They aim to achieve this through manipulating the _____ variable and measuring the _____ variable – whilst controlling all other variables

	Strengths	Limitations
Practical (Logistical considerations of conducting research: access to participants, cost of research, opportunity to conduct research etc)		
Ethical Deception, informed consent, right to withdraw, protection from harm, social sensitivity etc.		
Theoretical : Validity and reliability of research, type of data obtained, objectivity and subjectivity, positivist or interpretivist methodology		

Provide one example of the use of experiments in research into social issues: