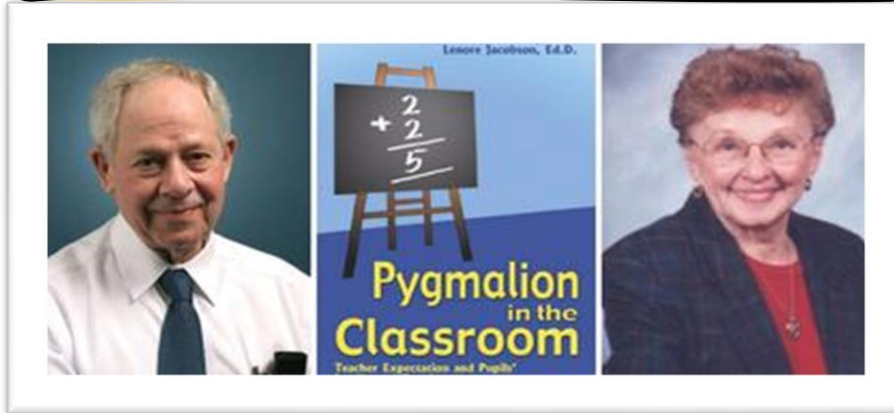


Field Experiments

Field experiment, like lab experiments look to manipulate the **Independent Variable**, and measure the **Dependent Variable**

However, unlike lab experiments, other (**extraneous**) variables are not controlled as the experiment is conducted in the '**field**' – that is a real world situation



One example of this was '**Pygmalion in the Classroom**' where **Rosenthal** and **Jacobsen** manipulated teacher's perceptions of pupils and found this had a positive impact on their achievement

Strengths

As subjects are observed in their natural environment, there is less chance of the **Hawthorne Effect** influencing their behaviour

It has **higher ecological validity** than lab experiments as it takes place in real-world situations and can be replicated – a feature of **scientific enquiry**

Limitations

There are ethical issues such as **deception** and **informed consent** as subjects are often unaware they are part of an experiment

The **cost** of monitoring the subjects in the real world is higher, with specific equipment being required to record subjects behaviours

The presence of extraneous variables means it cannot produce a cause and effect relationship – merely a **correlation** between two factors

Sociological Research Methods