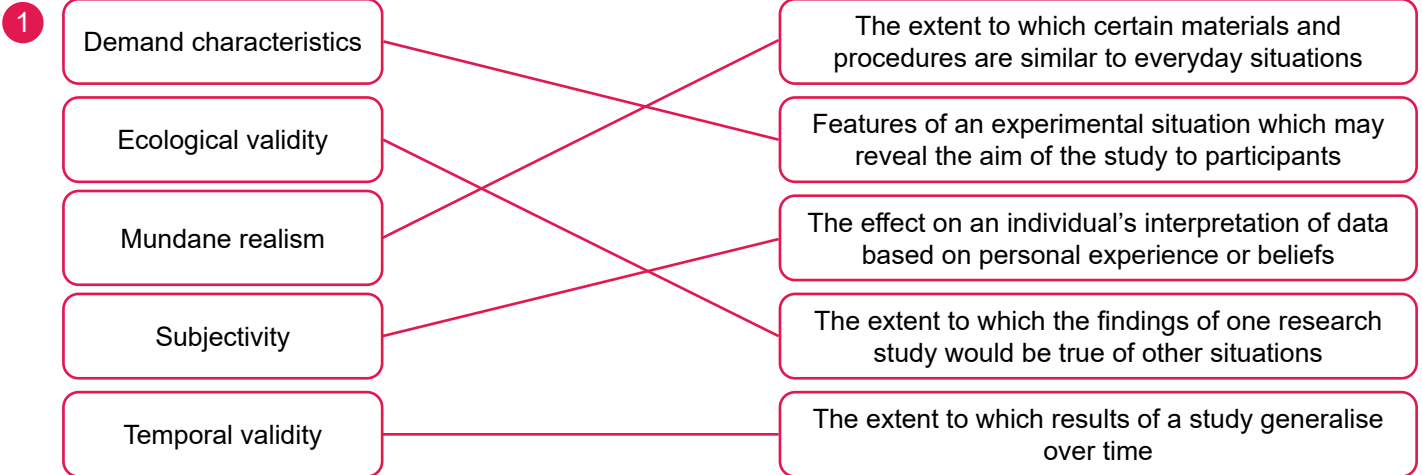


## Worksheet 4: Validity answers



- 2
- Demand characteristics**
- could be seen in the study by Perry et al. (personal space) as participants perceive that researchers expect them to prefer more distance from authority figures than a friend.*
- Ecological validity**
- could be low in the study by Pozzulo et al. (line-ups) as children did not experience an emotional context when completing the study, unlike when children are eyewitnesses in real life.*
- Mundane realism**
- was high in Milgram's study of obedience in terms of the shock generator. Participants received an actual shock and the machine looked realistic, meaning participants believed it was genuine.*
- Subjectivity**
- might have been low in the Saavedra and Silverman (button phobia) study as the boy gave his own ratings of distress, there was no objective measure. Also the boy's background and phobia origin was recorded as qualitative data and could have been interpreted differently by other researchers.*
- Temporal validity**
- might be low in the study by Piliavin et al. (subway Samaritans) as people in 1960's USA may have been more or less likely to help than passengers today, due to changing factors like fear of crime, or use of CCTV and social media.*