

## Applied Research

PSY 395 - Oswald

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## Applied Research

- Applied vs. Basic Research
  - Differences are not as large as many think
  - Primarily a difference in application and generalizability, not the research question
- *The Journal of Applied Psychology*
- *Journal of Experimental Psychology: Applied*

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## Examples of Applied Research

- Why do managers work 61+ hours a week?
- Who is involved in traffic crashes
- Jury decision making
- Customer service providers attitudes and customer satisfaction
- How do leaders promote cooperation?
- Lie detector tests
- Survivor reactions to reorganization

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## Evaluation Research

- Evaluate the impact of an intervention or policy change in an organization
  - Summative Evaluation:
    - Outcome evaluation...does it work
    - Should the program continue (e.g., Head Start)
  - Formative Evaluation
    - Process evaluation ... what is it and how does it work

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## Kirkpatrick's Criteria for Evaluation

- How do you know if the program worked?
- Reactions Criteria
  - Do the participants find the program to be valuable
- Learning Criteria
  - Do the participants learn/understand the information that the intervention is designed to impart

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## Kirkpatrick's Criteria for Evaluation

- Behavioral Criteria
  - Do the participants change their behavior as a result of the program
- Results Criteria
  - Is the organization more successful (profitable?) as a result of the intervention

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## Applied Research Challenges

- Need for quick fix
- Multiple constituents/stakeholders
- The intervention often serves multiple purposes
  - Example: Performance Appraisal
- Expensive!!
- Vested Interests in outcomes and politics
  - Pharmaceutical Companies

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