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*

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
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

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

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
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