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Psychology 101 Part 2



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**The Observer Effect** is a term used in psychology to describe the phenomenon where the act of observing a subject changes the behavior of that subject. This is often referred to as the Hawthorne effect, named after the Hawthorne Works in Massachusetts, where a series of experiments were conducted in the early 1900s. The Hawthorne effect is a type of self-fulfilling prophecy, where the belief that one is being observed leads to a change in behavior. This is a common problem in social research, and it is important to be aware of it when designing and conducting studies. One way to minimize the Hawthorne effect is to use a double-blind design, where neither the researcher nor the subject knows who is being observed. Another way is to use a control group, where one group is observed and the other is not. The Hawthorne effect is a reminder that we should always be aware of the impact of our own presence on the people we are studying.