

## **Some Reasons for Using the Correlational Method**

- **When it would be unethical or impossible to manipulate a variable of interest.**
- **When the focus of the research is subject characteristics - characteristics of subjects such as personality.**
- **When the goal of the research is to describe variables and their potential relationships. Particularly important in the early stages of research.**
- **When the goal of the research is the prediction of future behavior; studying the relationship between a predictor variable and criterion variable.**