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.