

Methodology of psychological research conducted on the Internet

ABSTRACT. This paper deals with the genesis and development of the methodology of psychological research that is conducted by using the Internet. The Internet is a medium that has an impact on one's cognition, emotions and even moral thinking. It is important to have the essential knowledge and skills in order to be able to adequately investigate these processes. The paper presents both the general assumptions of psychological research methodology and the specific assumptions of quantitative and qualitative research, which have been derived from this methodology. It also presents concrete examples of well-designed psychological studies that are intended to be carried out on the Internet.

KEY WORDS: research methodology, psychology, Internet, qualitative research, quantitative research

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