

The Digital Lab

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Internet-based technology is revolutionizing the way psychological scientists collect and analyze data, helping them to capture huge sample sizes and speed up analysis. In this 2015 edition of the *Observer's* annual “March Methodology Madness” issue (borrowing from the nickname of the US college basketball tournament), we showcase a few ways that technology is advancing psychological research.

[Measurement on the Move](#)

Tamlin Conner, University of Otago, discusses her use of mobile-communications data to study emotions and health.

[Big Data and the World of Social Media](#)

johannes Eichstaedt, University of Pennsylvania, shares his experiences working with computer scientists and social-media services to study large populations.

[Software to Sharpen Your Stats](#)

Eric-Jan Wagenmakers, University of Amsterdam, and a global team of scientists introduce JASP, a free and open software package for Bayesian statistical analysis.