

UNIT 2: RESEARCH

Pseudo Psychologies (palmistry, phrenology, etc.)

- Barnum Effect
- Uncritical Acceptance
- Fallacy of Positive Instances

Scientific Method

Dialectic

Operational Definitions

TYPES OF RX

Naturalistic Observation: Observing a person or an animal in the environment in which they/it live(s)

- Observer Effect:
- Observer Bias:
- Anthropomorphic Fallacy:

Case Study

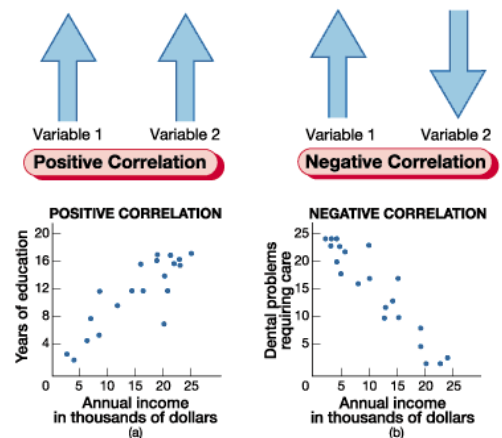
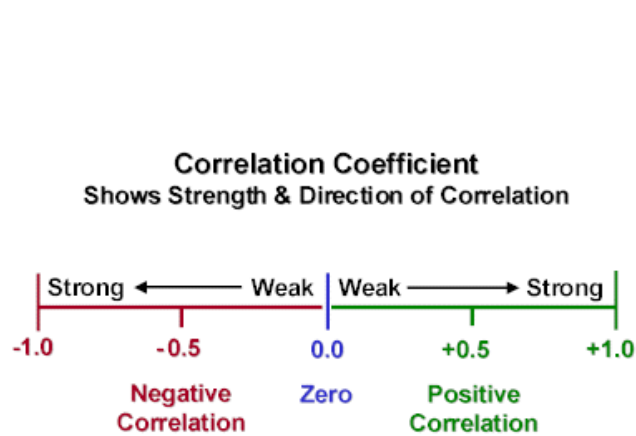
Intense look at one group or one person

Survey/Questionnaire

- Pencil/paper
- Courtesy Bias
- Response Bias

Correlational Study: Analysis of how variables relate.

- Positive and Negative relationships
- Correlation Coefficient: -1.00 to +1.00



Beware of Illusory Correlation

Experiment: To identify cause-and-effect relationships we conduct experiments:

- Independent Variable: (potential cause) Condition(s) altered by the experimenter
- Dependent Variable: (result) of the experiment. Condition measured
- Extraneous Variables: outside influences (confounding variables)
- Experimental Group: gets the independent variable
- Control Group: does NOT get the independent variable
- Random Assignment
- Representative Sample
- Placebo Effect (Single and Double Blind)
- Experimenter Effect
- Self-fulfilling Prophecy
- Confirmation Bias

Be able to create rx examples/apply the terms

Statistics – using mathematics to organize, summarize, and interpret numerical data

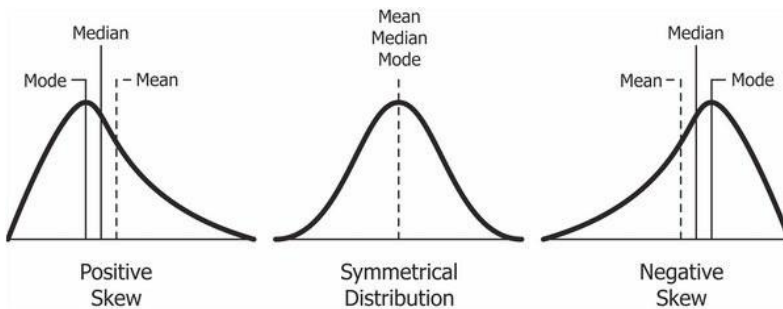
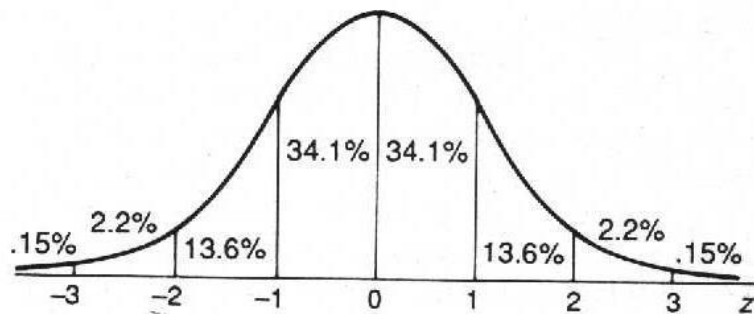
Descriptive statistics: organizing and summarizing data

Measures of central tendency = typical or average score in a distribution

Mean: arithmetic average of scores

Median: score falling in the exact center

Mode: most frequently occurring score



Variability = how much scores vary from each other and from the mean

Standard deviation = numerical depiction of variability (High variability in data set typically means larger standard deviation)

Inferential statistics: interpreting data and drawing conclusions

P value (probability)

Statistical Significance

Ethics

Deception (informed consent and debriefing)

Low psychological or physical pain

Confidentiality

IRBs