

HISTORY & RESEARCH

Perspectives

Introspection
Wilhelm Wundt—1st lab, Germany
Structuralism
William James—1st text, Harvard
Functionalism
Gestalt—total experience “the whole”
Perception
Psychoanalysis—Freud
Behaviorism—Watson (Little Albert),
Skinner (operant conditioning)
Humanism (Maslow, Rogers)
Biological—brain chemistry, hormones, etc.
Evolutionary (sociobiology) —impact of traits that promote survival of species
Cognitive—thinking patterns
Sociocultural—environment

Ethics

Animal research
Clear scientific purpose
Humane treatment
Legal acquisition of subjects
Limit suffering to least feasible

Human research
Informed consent
Limit deception
No coercion
Protect from harm
Confidentiality
Debrief afterwards

Psychological research

Limits of intuition
Hindsight bias
Overconfidence
Confirmation bias

Scientific attitude
Curiosity
Skepticism
Humility

Scientific method
Theories
Hypothesis
Operational definitions
Replication

Methodology
Case study
Survey
Wording effects
Random sampling
False consensus effect
Naturalistic observation
* Must avoid Hawthorne Effect
Correlational studies
Prediction
NOT CAUSATION
Illusory correlation
Superstition
Experiment
(see **experimentation**)

Experimentation

Cause & effect
Procedure:
Blind study
Double-blind study
Experimental condition vs. Control condition
Independent variable
Experimenter manipulates
Dependent variable
Experimenter measures
Confounding variables
Random selection
Random assignment

Measuring data

Descriptive statistics
Central tendency (averages)
Mean
Median
Mode
Normal curve
Correlations (relationships)
Scatterplot
Correlation coefficient
Variation
Range
Standard deviation

Inferential statistics
Do my results matter?
* Sample size influence
* Significant differences
 $p < .05$ (alpha level)