

# Unit I Study Guide

## History, Perspectives/Approaches, and Research Methods

\*\*\*These may not be the ONLY terms you may need to know. Use this as a guide, not as the be-all end-all of studying for the test.

### History and Perspectives

#### Terms

- Definition of psychology
- Objective Introspection (*and who is associated with it*)
- Structuralism (*and who is associated with it*)
- Functionalism (*and who is associated with it*)
- Gestalt psychology (*and who is associated with it*)
- Humanist perspective
- Psychoanalytical perspective
- Biopsychology (neuroscience) perspective
- Evolutionary (Darwinian) perspective
- Behavioral/Learning perspective
- Cognitive perspective
- Social-Cultural perspective
- phrenology

#### People

- Rene Descartes
- Wilhelm Wundt
- Edward Titchener
- William James
- Max Wertheimer
- Sigmund Freud
- John B. Watson
- Ivan Pavlov
- B. F. Skinner
- Abraham Maslow
- Charles Darwin
- Charles Cecil Sumner
- Mary Whiton Calkins

\*Know major differences between *psychologist* and *psychiatrist*, what an *I/O psychologist* does

### Research Methods

- Applied vs. Basic research
- Hypothesis
- Independent variable
- Dependent variable
- Operational definition
- Validity vs. Reliability
- Sampling
- Population
- Representative sample
- Random *selection/sampling*
- Random *assignment*
- Experiment
  - control vs. experimental group
- Confounding variables
  - participant vs. situation relevant
    - How to reduce these
- Experiment bias
  - ~~confirmation bias~~ (more next unit)
- Participant bias
  - Hawthorne effect
  - Placebo effect
  - Pygmalion effect
- **Rosenthal Study** – know major details
- Double-blind procedure
- Single-blind procedure
- Correlations
  - positive and negative
  - illusory
- Correlation coefficient
  - *r* values and what they mean
  - know how to guess an *r* value based on a scatter plot
- Methods – know strengths/weaknesses
  - Case Study
  - Lab vs. Naturalistic observation
  - Test
  - Survey
  - Correlation study
  - Experiment
- Response rate (*% of people who respond to your survey*)

**MORE NEXT PAGE!!!**

## Statistics

### Descriptive statistics

- Frequency distribution
- Measures of central tendency
  - mean, median, mode
- Extreme scores or outliers
- Positive vs. negative skew
- Measures of variability
  - range, standard deviation
- $Z$  score
- Normal curve
- Scatter plot
- Line of best fit (regression line)

### Inferential statistics

- $P$  value
- Statistical significance

## Ethics

- Who is the APA?
- Institutional review board (IRB)
- Coercion
- Informed consent
- Anonymity
- Confidentiality
- Debriefing
- Confederate