

Activity

- Psychology is an empirical science; that is, its knowledge is obtained through observation, experimentation, and measurement. Some questions cannot be answered empirically and are, therefore, outside the realm of science.
 - Decide whether scientific research can answer the questions below and respond “yes” or “no” to each question.
 - Briefly explain why each question is, or is not, a good candidate for scientific inquiry.
 - For the questions that can be studied scientifically, identify what the independent and dependent variables would be in the experiment.
- **Is abortion on demand bad for society?**

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- **Do people talk more after they have eaten than they do when they are hungry?**

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- **Does jogging lead to a positive mental attitude?**

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- **Are the incomes of doctors related to the grades they make in medical school?**

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- **Which emotion is stronger, love or anger?**

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- **Are breast-fed babies more alert than bottle-fed babies?**

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- Will people be more moral in the year 2020 than they are now?**

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Activity

Name That Research Method

- Here are the major research methods used by psychologists. Match each with one of the following examples of research.
 - case history
 - naturalistic observ.
 - laboratory observ.
 - survey
 - psychological tests
 - experiment
- Frank is a full professor who is interested in the factors that affect the performance of rats who are learning to find their way through a complex maze. Every afternoon he gives each of his 50 rats ten trials in the maze, counting the number of wrong turns each rat makes on its way through the maze.

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- Ben is counseling with Fennimore Jones in a small room in the neuropsychiatric hospital. Ben is a graduate student in clinical psychology and Fennimore is his client. Fennimore was admitted to the neuropsychiatric hospital when he came to the student health clinic complaining that he hears voices shouting obscenities at him, and confiding that he thinks he is going through a spontaneous sex change. After each session with Fennimore, Ben writes a report describing Fennimore's verbal and nonverbal behavior and his interpretations of the behavior.

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- Carl is a graduate student who plans to become a psychometrician. He, like Ben, is working at the neuropsychiatric hospital. His job is to administer a battery of tests to new patients. He will send the test results, along with his summary and interpretation of them, to the patient's clinical psychologist or psychiatrist.

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- Ada is testing the hypothesis that color preference can be influenced by associating a color with a pleasant experience, such as eating. This afternoon she is delivering a supply of red, yellow, blue, green, and white nursing bottles to the mothers of newborns who have consented to let their infants be subjects in her research.

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- Dee is an assistant professor who will teach introductory psychology for the first time next term. She has chosen some films to show to her class of more than 200 students, and is now preparing a questionnaire to administer to her students after each film. She thinks getting student reactions to the films will be helpful next time she teaches the class.

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Do You Know These Terms?

- Prefrontal Lobotomy
- Heuristics
- Naturalistic Observation
- External Validity
- Internal Validity
- Case Study
- Existence Proof
- Random Selection
- Reliability
- Validity
- Scatterplot
- Illusory Correlation
- Random Assignment
- Mean
- Median
- Mode
- Range
- Descriptive – Inferential Statistics

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