

## Activity

- Do psychologists study things we already know?
- How much should we rely on our knowledge of psychology?
- Most of your knowledge about psychology come from
  - observing other's behavior
  - TV's, newspapers
  - cultural tradition

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## Misconceptions About Psychology

- Everything we learn is permanently stored in the mind, although sometimes particular details are not accessible. With hypnosis, or other special techniques, these inaccessible details could eventually be recovered.
- (F), 87%

## Misconceptions About Psychology

- Claustrophobia can be used to explain the morbid fear many people have of being suffocated in confined places.
- (F), 86%
- It is the fear of enclosed or confined spaces, not fear of being suffocated in confined spaces.

## Misconceptions About Psychology

- People who are weak in some academic subjects are usually good in others.
- (F), 84%

## Misconceptions About Psychology

- Males and females show equal attention to auditory information; both sexes also show an equal interest in visual stimuli.
- (T), 77%

## Misconceptions About Psychology

- Girls and boys tend to be about equal in achievement motivation.
- (T), 77%

### Misconceptions About Psychology

- Depressed people are more objective about their lives than non-depressed people.
- (T), 69%

### Misconceptions About Psychology

- We can learn while we are asleep although it is not a very efficient technique.
- (F), 68%

### Misconceptions About Psychology

- Greater social activity is an ineffective solution to loneliness.
- (T), 67%

### Misconceptions About Psychology

- Hypnosis is usually ineffective in stopping smoking.
- (T), 65%

### Misconceptions About Psychology

- Homosexual males are more effeminate than heterosexual males.
- (F), 60%

### Misconceptions About Psychology

- Subliminal perception—the influencing of behavior by presenting the stimulus so rapidly that it cannot be consciously perceived—can be used to control our behavior.
- (F), 59%

## Misconceptions About Psychology

- Older people are just as afraid of dying as younger people.
- (T), 53%

## Methodological Pluralism and Theoretical Ecumenism

- Methodological Pluralism
  - One than one method
  - Any single method is limited
- Theoretical Ecumenism
  - More than one right way to explain behavior
  - Causes of behavior are complex
  - Interdisciplinary research

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## Goals of Behavioral Research

- 1. Describing Behavior
- 2. Predicting Behavior
- 3. Explaining Behavior

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## Going from Descriptive to Relational to Experimental

- Descriptive Research
  - How things are
- Relational Research
  - How things are in relation to other things
- Experimental Research
  - How things are and how they got to be that way

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## Descriptive Research

- Describe what is happening behaviorally
  - E.g., Children's failure at school
- Necessary first step
- Foundation for future inquiries
- Does not explain how or why

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## Strategies of Behavioral Research

- **Descriptive Research** – describes the behaviors, thoughts, or feelings of a particular group of individuals
  - Public opinion polls
  - Developmental changes in behavior over age
  - Marketing studies of consumer preferences
  - Incidence of particular mental disorder

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## Relational (correlational) Research

- Measure and estimate relationship between two or more variables
  - E.g., Learning failure and teaching behavior
- Examine whether
  - X and Y are significantly related
  - Pattern of relationship
  - Strength of relationship
- Does not explain cause of a behavior
  - How different behavior are related with other

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## Strategies of Behavioral Research

- **Correlational Research** – investigates the relationship between two or more variables
  - Is self-esteem related to how shy people are?
  - Is the ease with which people can be hypnotized related to their conformity in social situations?
  - Is gender related to the ways in which people communicate affection?

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## Experimental Research

- Manipulate conditions responsible for effect
  - E.g., The effect of teaching on student learning
  - We observe effects of manipulation
- Implies causation
- Random assignment

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## Strategies of Behavioral Research

- **Experimental Research** – can determine whether certain variables *cause* changes in behavior, thought, or emotion.
  - Experiments involve the manipulation of at least one **independent variable** and control of extraneous influences so that causal effects on a **dependent variable** can be isolated.

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## Random Sampling vs. Assignment

- Random sampling
  - To increase the representativeness of sample
  - Who will be participated in the experiment
- Random assignment
  - Allocating students to conditions randomly