

When a 2-year-old child listens to a message spoken by his or her mother and is asked to repeat it, the child typically repeats only part of the message (R. Brown, 1965).



On the average, frequently used words tend to be shorter than infrequently used words; this statement is called *Zipf's law* (G. A. Miller & Newman, 1958; Zipf, 1935–1940).



When interfering background noise is present, a speaker tends to use more words and fewer abbreviations than when there is no interfering background noise (Heise & Miller, 1951).



In rumor chat groups on the Internet, the participants tend to adopt changing roles, described as the skeptical disbeliever, the positivist, the apprehensive believer, the curious, the anxious, the prudent initiator, and the investigator (Bordia & Rosnow, 1998). In network studies of rumors in organizations, it has been found that there are usually a few well-connected opinion leaders or liaisons who spread rumors (Hellweg, 1987).



Children 3–5 years old who overheard a rumor were as likely to report that they had experienced the rumored, but not experienced, event as were children who actually experienced it (Principe, Kanaya, Ceci, & Singh, 2006).



In some circumstances, rumors forecasting unpleasant consequences are passed to others with greater frequency than rumors forecasting pleasant consequences (Rosnow, Esposito, & Gibney, 1987; C. J. Walker & Blaine, 1991).



People who volunteer to participate in behavioral and social research are usually higher than nonvolunteers in education, social class, intelligence, and the need for social approval (Rosenthal & Rosnow, 1975b; Rosnow & Rosenthal, 1997).



It has been estimated that perhaps 80% of psychological research on normal adults has used college and university students as research participants (Higbee & Wells, 1972; J. Jung, 1969; McNemar, 1946; Schultz, 1969; Sears, 1986; Sieber & Saks, 1989; Smart, 1966).



Research participants made to experience a conflict between "looking good" and cooperating with the experimenter are likely to try to look good, whereas participants not made to experience such a conflict are likely to help the experimenter (Rosnow, Goodstadt, Suls, & Gitter, 1973; Sigall, Aronson, & Van Hoose, 1970).



Science and Pseudoscience

- Scientific research is our most trustworthy source of knowledge, but people sometimes have trouble distinguishing science from pseudoscience.
- **Pseudoscience** claims of evidence that masquerade as science but violate the basic criteria of scientific investigation

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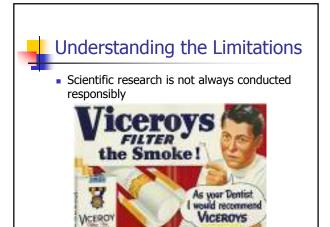
"Smart" consumer of research

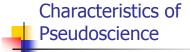
• Well-grounded scientific conclusions vs. dubious claims



Resim Yapan At: Justin

 http://video.milliyet.com.tr/videoizle/ABD-de-resim-yapan-at-JustinnLcnO5eKmFaJ.html





- Nonsystematic and Nonempirical Evidence
 - Evidence based on myths, untested beliefs, anecdotes, opinions, or poorly designed studies that do not measure up to scientific standards
- 2. No Public Verification
- 3. Unsolvable Questions and Irrefutable
 Hypotheses

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Three Criteria for Scientific Research

- Systematic Empiricism -- rely on systematically-obtained observations to draw conclusions about the world
- Public Verification -- findings must be observed, replicated, and verified by other researchers
- Solvable Problems -- must study questions that are potentially answerable through systematic empiricism

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Question

• Why previous examples were classified as pseudo-science?

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Characteristics of Good Researchers

- Enthusiasm
- Open-mindedness
- Common sense
- Role-taking ability
- Creativity and inventiveness
- Confidence in one's own judgment
- Ability to communicate
- Care about details
- Integrity and honest scholarship

Rosnow/Rosenthal, Beginning Behavioral Research, 6/e. Copyright (c) 2008 by Prentice Hall.



Enthusiasm

- Self-motivated
- Doing research should be fun
- şevk



Open-mindedness

- Reasonable rather than dogmatic
- Learning from mistakes
- Açık fikirli olmak



Common sense

- Ability to decide with reasoning
- Sağ duyu



Role-taking ability

- To see things from other's viewpoints
- Başkalarının gözünden bakabilme



Creativity and inventiveness

Yaratıcılık ve İcat yeneteği / becerisi



Confidence in one's own judgment

Kendi kararlarına güven



Ability to communicate





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 Dürüstlük ve hilesizlik
- Şevk
- Açık fikirlilik
- Sağ duyu
- Başkalarının gözünden bakabilme
- Yaratıcılık ve icat yeteneği
- Kendi kararlarına güven
- İletişim kurabilme
- Ayrıntılara önem