

Introduction
How Much do you know about Psychology?

True / False

- 1) Psychology is the study of human behavior. ____
- 2) Most people have some kind of phobia. ____
- 3) The sex of a person cannot be determined at conception. ____
- 4) Data exists to support the idea that we do not forget anything. ____
- 5) Obsessive-compulsive disorders are quite common. ____
- 6) We are rewarded or punished for every single one of our behaviors. ____
- 7) The most difficult thing we learn to do is speak a language. ____
- 8) The unconscious mind is superior to the conscious mind. ____
- 9) Human development continues until death. ____
- 10) Animals dream. ____
- 11) All nonverbal communication is learned and is specific to certain cultures. ____
- 12) In a list of words, the first and last will be better remembered. ____
- 13) Eyewitness testimony tends to be more accurate when the witness reports a high level of confidence in his or her testimony. ____
- 14) Intelligence is inherited. ____
- 15) When experiencing anger, we must think about what is making us angry before we experience physical arousal. ____
- 16) The most common symptom of schizophrenia is split personality- the display of more than one personality in the same body. ____
- 17) You are more likely to get help in an emergency if there is a small group of onlookers than a large group. ____
- 18) The behavior of animals such as insects, reptiles, rodents, and birds is instinctive and unaffected by learning. ____
- 19) Highly intelligent people "geniuses" tend to be physically frail and socially isolated. ____

- 20) Most mentally retarded people are also mentally ill. ____
- 21) Psychologist attempt to control behavior. ____
- 22) Psychologists would not be able to carry out certain research studies without deceiving the participants as to the purpose and methods of the study. ____
- 23) Our bodies produce natural pain killers that can be more powerful than morphine. ____
- 24) The human brain is larger than the brain of any other animal. ____
- 25) On a clear, dark night you could probably see the light from a candle burning 30 miles away. ____
- 26) Sometimes we fail to hear things because we don't want to hear them. ____
- 27) Onions and apples have the same taste. ____
- 28) We have a sense that keeps us upright. ____
- 29) Some people can read other people's minds. ____
- 30) People who sleep nine or more hours a night tend to be lazy and happy-go-lucky. ____
- 31) Many people have insomnia because they try too hard to get to sleep. ____
- 32) Punishment does not work. ____
- 33) You can "hook" people on gambling by allowing them to win some money in the early stages and then tapering off with the payoffs. ____
- 34) Only human beings are capable of insight. ____
- 35) It may be easier to recall the name of your First grade teacher than of someone you just met at a party. ____
- 36) There is no practical limitation to the amount of information you can store in your memory. ____
- 37) Child abusers and molesters have been victims of abuse themselves. ____
- 38) The way to a baby's heart is through its stomach - that is, babies become emotionally attached to those who feed them. ____
- 39) People who threaten suicide are usually seeking attention. ____
- 40) You might be able to gain control over bad habits merely by keeping a record of where and when you practice them. ____

HANDOUT 1.5

***Identifying the Goals
of Psychology***

Describe Explain Predict Control

Which goal of psychology (describe, explain, predict, or control) is being met by each of these studies?
Why?

Researchers have recently identified a gene that predisposes certain individuals to become obese because their satiety mechanism doesn't "turn on."

Some developmental psychologists believe that a much larger number of playground accidents will occur this year among young children who watch Batman or Mighty Morphin Power Rangers.

Comprehensive sex education should be required in all high schools because studies demonstrate that such education has reduced the teenage pregnancy rate.

Surveys show that women who graduate from college earn as much money per year as men who graduate from high school.



HANDOUT 1.7 RESEARCH AREAS

Using the example of Mel, try to decide which research areas best match with what psychologists would want to know about Mel to help him overcome his difficulties.

1. "I want to know if Mel's family has a history of alcoholism, and how efficiently Mel's brain processes alcohol."
This psychologist is utilizing the _____ research area.
2. "I want to know how Mel's family or colleagues or work situation contribute to his problem."
This psychologist is utilizing the _____ research area.
3. "I want to know how Mel's vision and muscle control are affected by alcohol."
This psychologist is utilizing the _____ research area.
4. "I want to know how to measure the effects of alcoholism on abilities and personality."
This psychologist is utilizing the _____ research area.
5. "I want to know how Mel's personality has changed since he started drinking."
This psychologist is utilizing the _____ research area.
6. "I want to know whether childhood factors or adolescent problems caused Mel to abuse alcohol."
This psychologist is utilizing the _____ research area.
7. "I want to know how Mel thinks about alcohol, and whether he believes that it helps him handle other difficulties in his life."
This psychologist is utilizing the _____ research area.

Options: Social
 Personality
 Developmental
 Experimental
 Biological
 Cognitive
 Psychometrics

TABLE 1.1 THE DIVISIONS OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION

- | | |
|--|---|
| 1. General Psychology | 28. Psychopharmacology |
| 2. Teaching of Psychology | 29. Psychotherapy |
| 3. Experimental Psychology | 30. Psychological Hypnosis |
| 5. Evaluation and Measurement | 31. State Psychological Association Affairs |
| 6. Physiological and Comparative Psychology | 32. Humanistic Psychology |
| 7. Developmental Psychology | 33. Mental Retardation |
| 8. Personality and Social Psychology | 34. Population and Environmental Psychology |
| 9. Society for the Psychological Study of Social Issues | 35. Psychology of Women |
| 10. Psychology and the Arts | 36. Psychologists Interested in Religious Issues |
| 12. Clinical Psychology | 37. Child, Youth, and Family Services |
| 13. Consulting Psychology | 38. Health Psychology |
| 14. Society for Industrial and Organizational Psychology | 39. Psychoanalysis |
| 15. Educational Psychology | 40. Clinical Neuropsychology |
| 16. School Psychology | 41. Psychology and Law |
| 17. Counseling Psychology | 42. Psychologists in Independent Practice |
| 18. Psychologists in Public Service | 43. Family Psychology |
| 19. Military Psychology | 44. Society for the Psychological Study of Lesbian and Gay Issues |
| 20. Adult Development and Aging | 45. Society for the Psychological Study of Ethnic and Minority Issues |
| 21. Applied Experimental and Engineering Psychologists | 46. Media Psychology |
| 22. Rehabilitation Psychology | 47. Exercise and Sport Psychology |
| 23. Consumer Psychology | 48. Peace Psychology |
| 24. Theoretical and Philosophical Psychology | 49. Group Psychology and Group Psychotherapy |
| 25. Experimental Analysis of Behavior | 50. Addiction |
| 26. History of Psychology | 51. The Society for the Psychological Study of Men and Masculinity |
| 27. Community Psychology | |

Note: There is no division 4 or 11.



GENDER AND CULTURAL DIVERSITY SECTIONS

These sections embedded in the running narrative of each chapter are identified with a separate heading and a special icon, shown above. To succeed in today's world, you must be aware of other cultures and important gender issues.



GENDER AND CULTURAL DIVERSITY CULTURAL PSYCHOLOGY

Another area of psychology is becoming important today as our lives become more globally interconnected. This is the field of *cultural psychology*. Cultural psychologists study the influence of culture and ethnic practice on people's behavior in order to determine which behaviors are universal to all human beings and which are specific to individual cultures. Their ultimate goal is to help people from diverse cultures with diverse outlooks and habits live together peacefully and effectively in a world that is fast becoming a global community.

Unless we are specifically made aware of it, few of us realize the significant influence our culture has on our daily lives. As Segall et al. (1990) point out, when you go to school, you probably walk into a classroom at the same time on the same days, sit in a chair, and either listen to a trained teacher or participate in an activity directed by that teacher. This you do because it is the schooling system of your culture. In another culture, in a remote region of East Africa, for instance, your

Flashcards 1

- | | |
|--------------------------------|--|
| ___ 1. autism | a. systematic scientific study of behaviors and mental processes |
| ___ 2. behavioral approach | b. rare problem with severe impairments in communication, motor systems, socialization |
| ___ 3. biological approach | c. studies influence of cultural and ethnic similarities and differences on functioning |
| ___ 4. cognitive approach | d. physiological, emotional, cognitive problems in thinking, reasoning caused by stress of exams |
| ___ 5. cross-cultural approach | e. emphasizes individual freedom, capacity for personal growth, potential for self-fulfillment |
| ___ 6. humanistic approach | f. interested in how we process, store, and use information; how information influences us |
| ___ 7. psychoanalytic approach | g. focuses on measurement of abilities, skills, intelligence, personality, abnormal behaviors |
| ___ 8. psychology | h. focuses on influence of unconscious fears, desires, and motivations on thoughts, behavior |
| ___ 9. psychometrics | i. examines how genes, hormones, and nervous system interact with environments |
| ___ 10. test anxiety | j. analyzes how organisms learn new behaviors through reward, punishment from environment |

Flashcards 2

- | | |
|------------------------------------|--|
| ___ 1. clinical psychologist | a. study of basic elements like perception which make up conscious mental processes |
| ___ 2. cognitive psychology | b. emphasized that perception is more than sum of its parts; how sensation becomes perception |
| ___ 3. developmental psychology | c. has completed 4-5 years of postgraduate education; has obtained Ph.D. in psychology |
| ___ 4. experimental psychology | d. includes areas of sensation, perception, learning, human performance, motivation, and emotion |
| ___ 5. functionalism | e. study of function rather than structure of consciousness; how mind adapts to change |
| ___ 6. Gestalt approach | f. how we process, store, and retrieve information; how cognitive processes influence our behavior |
| ___ 7. introspection | g. medical doctor (MD) with additional years of clinical training in diagnosis, treatment |
| ___ 8. psychiatrist | h. has Ph.D. plus specialization in clinical psychology and supervised work in therapy |
| ___ 9. psychologist | i. method of exploring conscious mental processes by asking subjects to look inward |
| ___ 10. structuralism | j. examines moral, social, emotional, cognitive development throughout a person's entire life |

(16)

Multiple-Choice

- _____ 1. Rod Plotnik tells the story of Donna's struggle with autism in order to make the point that psychology is _____
- a. ~~the one science that has all the answers~~
 - b. ~~a rather grim science that involves lots of pain and suffering~~
 - c. ~~helpless when confronted with really severe human problems~~
 - d. dedicated to answering questions about complex behaviors
- _____ 2. Which one of the following is *not* a goal of psychology?
- a. to explain the causes of behavior
 - b. to predict behavior
 - c. to judge behavior
 - d. to control behavior
- _____ 3. The biological approach to psychology focuses on _____
- a. the workings of our genes, hormones, and nervous system
 - b. conscious processes like perception and memory
 - c. the effects of reward and punishment on behavior
 - d. unconscious processes
- _____ 4. The cognitive approach to psychology studies how we _____
- a. are motivated by unconscious processes
 - b. are motivated by the need for self-fulfillment
 - c. process, store, and use information
 - d. program our behavior by seeking rewards and avoiding punishments
- _____ 5. The major contributor to the behavioral approach to psychology was _____
- a. Sigmund Freud
 - b. B. F. Skinner
 - c. William James
 - d. Abraham Maslow
- _____ 6. The great importance of the unconscious is a key idea in the _____ approach
- a. psychoanalytic
 - b. cognitive
 - c. behavioral
 - d. psychobiological
- _____ 7. _____ was one of the major figures of the humanistic approach to psychology
- a. Sigmund Freud
 - b. Abraham Maslow
 - c. B. F. Skinner
 - d. Erik Erikson
- _____ 8. The cross-cultural approach to psychology studies the influence of _____ on psychological functioning
- a. brain chemistry
 - b. information processing
 - c. cultural and ethnic similarities and differences
 - d. automatic behaviors and deeply ingrained habits

9. Once we understand the six approaches to psychology, Rod Plotnik advises us to
- make a personal decision about which approach is best
 - combine and use information from all six approaches
 - place our trust in the approaches that have stood the test of time
 - judge each approach by the famous people who have supported it
10. ~~The difference between "structuralism" and "functionalism" in the early years of psychology concerned a choice between~~
- ~~British or American psychology~~
 - ~~Abraham Maslow or John B. Watson~~
 - ~~studying the brain or the cultural setting of behavior~~
 - ~~studying narrow sensations or general adaptations to our changing environment~~
11. ~~By explaining perceptual phenomena like the phi phenomenon [apparent motion], Gestalt researchers gave psychology the idea that~~
- ~~the whole is more than the sum of its parts~~
 - ~~research results could be profitable when applied to advertising~~
 - ~~Wundt and the structuralists had been right about the importance of the individual parts~~
 - ~~individual parts are more significant than resulting wholes~~
12. The early behaviorist John B. Watson wanted psychology to be a/n
- introspective investigation of how people understood the workings of their minds
 - objective, scientific study of observable behavior
 - philosophical study of the continuous flow of mental activity
 - religious program for "building" moral children
13. ~~The efforts of American psychology to overcome discrimination may be threatened by~~
- ~~state laws banning affirmative action programs~~
 - ~~a steady decline in the numbers of men going into psychology~~
 - ~~wide-spread African-American and Latino disinterest in the subject of psychology~~
 - ~~a new policy of the American Psychological Association against affirmative action~~
14. After reading the material on careers and research areas, it would be reasonable to conclude that psychology
- requires so much education that few students should consider it
 - will have fewer job opportunities in coming years
 - offers a great variety of intellectual challenges and kinds of work
 - is one of the best paid professions today
15. Which one of the following is *not* a good strategy for overcoming procrastination?
- stop thinking or worrying about the final goal
 - break the final assignment down into a number of smaller goals
 - write down a realistic schedule for reaching each of your smaller goals
 - do not begin working until you have complete confidence that you will succeed

HANDOUT 2.2.1

Labeling Variables and Groups

Name the independent variable (IV), the dependent variable (DV), and the control (CG) and experimental group (EG) for each research statement.

A researcher is interested in how the activity level of 4-year-olds is affected by viewing a 30-minute video of Teenage Mutant Ninja Turtles or a 30-minute video of Barney.

IV:

DV:

EG:

CG:

A therapist wants to test a new drug designed to increase the ability of teenagers with ADHD to take accurate notes in class.

IV:

DV:

EG:

CG:

A biopsychologist wants to know whether exposure to testosterone in adult female rats increases their aggressive behavior.

IV:

DV:

EG:

CG:

An industrial psychologist believes that cooling the room temperature may have an impact on productivity of workers on the assembly line.

IV:

DV:

EG:

CG:

QUESTIONNAIRE

The Social-Desirability Scale

Do you say what you think, or do you tend to misrepresent your beliefs to earn the approval of others? Do you answer questions honestly, or do you say what you think other people want to hear?

Telling others what we think they want to hear is making the socially desirable response. Falling prey to social desirability may cause us to distort our beliefs and experiences in interviews or on psychological tests. You can complete the following test devised by Crowne and Marlowe (1960) to gain insight into whether you have a tendency to produce socially desirable responses. Read each item and decide whether it is true (T) or false (F) for you. Try to work rapidly and answer each question by circling the T or the F. Then turn to the scoring key in Appendix B to interpret your answers.

- | | | | |
|-----|--|-----|--|
| T F | 1. Before voting, I thoroughly investigate the qualifications of all the candidates. | T F | 15. There have been occasions when I have taken advantage of someone. |
| T F | 2. I never hesitate to go out of my way to help someone in trouble. | T F | 16. I'm always willing to admit it when I make a mistake. |
| T F | 3. It is sometimes hard for me to go on with my work if I am not encouraged. | T F | 17. I always try to practice what I preach. |
| T F | 4. I have never intensely disliked anyone. | T F | 18. I don't find it particularly difficult to get along with loud-mouthed, obnoxious people. |
| T F | 5. On occasions I have had doubts about my ability to succeed in life. | T F | 19. I sometimes try to get even rather than forgive and forget. |
| T F | 6. I sometimes feel resentful when I don't get my way. | T F | 20. When I don't know something, I don't mind at all admitting it. |
| T F | 7. I am always careful about my manner of dress. | T F | 21. I am always courteous, even to people who are disagreeable. |
| T F | 8. My table manners at home are as good as when I eat out in a restaurant. | T F | 22. At times I have really insisted on having things my own way. |
| T F | 9. If I could get into a movie without paying, and be sure I was not seen, I would probably do it. | T F | 23. There have been occasions when I felt like smashing things. |
| T F | 10. On a few occasions, I have given up something because I thought too little of my ability. | T F | 24. I would never think of letting someone else be punished for my wrong-doings. |
| T F | 11. I like to gossip at times. | T F | 25. I never resent being asked to return a favor. |
| T F | 12. There have been times when I felt like rebelling against people in authority even though I knew they were right. | T F | 26. I have never been irked when people expressed ideas very different from my own. |
| T F | 13. No matter who I'm talking to, I'm always a good listener. | T F | 27. I never make a long trip without checking the safety of my car. |
| T F | 14. I can remember "playing sick" to get out of something. | T F | 28. There have been times when I was quite jealous of the good fortune of others. |
| | | T F | 29. I have almost never felt the urge to tell someone off. |
| | | T F | 30. I am sometimes irritated by people who ask favors of me. |
| | | T F | 31. I have never felt that I was punished without cause. |
| | | T F | 32. I sometimes think when people have a misfortune, they only got what they deserved. |
| | | T F | 33. I have never deliberately said something that hurt someone's feelings. |

Source: D. P. Crowne and D. A. Marlowe, A new scale of social desirability independent of pathology, *Journal of Consulting Psychology*, 1960, 24, p. 351, Table 1. Copyright 1960 by the American Psychological Association. Reprinted by permission.

So do psychologists. The next time you opt for a fast-food burger lunch look around. Pick out slender people and overweight people and observe whether they eat their burgers and fries differently. Do the overweight eat more rapidly? Chew less frequently? Leave less food on their plates? This is precisely the type of research psychologists have recently used to study the eating habits of normal-weight and overweight people. In fact, if you notice some mysterious people at McDonald's peering out over sunglasses and occasionally tapping the head of a partly concealed microphone, perhaps they are recording their observations of other people's eating habits, even as you watch.

In naturalistic observation, psychologists and other scientists observe behavior in the field, or "where it happens." They try to avoid interfering

training helps clients decrease social anxieties, but it has been used to optimize the functioning of individuals without problems.

Assertive behavior can be contrasted with both *nonassertive* (submissive) behavior and *aggressive* behavior. Assertive people express their genuine feelings, stick up for their legitimate rights, and refuse unreasonable requests. But they do not insult, threaten, or belittle. Assertive people also do not shy away from meeting people and building relationships, and they express positive feelings such as liking and love.

The nearby Rathus Assertiveness Schedule will afford you insight into how assertive you are.

QUESTIONNAIRE

The Rathus Assertiveness Schedule

How assertive are you? Do you stick up for your rights, or do you allow others to walk all over you? Do you say what you feel or what you think other people want you to say? Do you initiate relationships with attractive people, or do you shy away from them?

One way to gain insight into how assertive you are is to take the following self-report test of assertive behavior. Once you have finished, turn to Appendix B to find out how to calculate and interpret your score.

Directions: Indicate how well each item describes you by using this code:

- | | |
|-----------------------|---------------------------|
| 3 = very much like me | - 1 = slightly unlike me |
| 2 = rather like me | - 2 = rather unlike me |
| 1 = slightly like me | - 3 = very much unlike me |

- | | |
|--|---|
| <p>_____ 1. Most people seem to be more aggressive and assertive than I am.*</p> <p>_____ 2. I have hesitated to make or accept dates because of "shyness."*</p> <p>_____ 3. When the food served at a restaurant is not done to my satisfaction, I complain about it to the waiter or waitress.</p> <p>_____ 4. I am careful to avoid hurting other people's feelings, even when I feel that I have been injured.*</p> <p>_____ 5. If a salesperson has gone to considerable trouble to show me merchandise that is not quite suitable, I have a difficult time saying "No."*</p> <p>_____ 6. When I am asked to do something, I insist upon knowing why.</p> <p>_____ 7. There are times when I look for a good, vigorous argument.</p> <p>_____ 8. I strive to get ahead as well as most people in my position.</p> <p>_____ 9. To be honest, people often take advantage of me.*</p> <p>_____ 10. I enjoy starting conversations with new acquaintances and strangers.</p> <p>_____ 11. I often don't know what to say to attractive persons of the opposite sex.*</p> | <p>_____ 12. I will hesitate to make phone calls to business establishments and institutions.*</p> <p>_____ 13. I would rather apply for a job or for admission to a college by writing letters than by going through with personal interviews.*</p> <p>_____ 14. I find it embarrassing to return merchandise.*</p> <p>_____ 15. If a close and respected relative were annoying me, I would smother my feelings rather than express my annoyance.*</p> <p>_____ 16. I have avoided asking questions for fear of sounding stupid.*</p> <p>_____ 17. During an argument I am sometimes afraid that I will get so upset that I will shake all over.*</p> <p>_____ 18. If a famed and respected lecturer makes a comment which I think is incorrect, I will have the audience hear my point of view as well.</p> <p>_____ 19. I avoid arguing over prices with clerks and salespeople.*</p> <p>_____ 20. When I have done something important or worthwhile, I manage to let others know about it.</p> <p>_____ 21. I am open and frank about my feelings.</p> <p>_____ 22. If someone has been spreading false and bad stories about me, I see him or her as soon as possible and "have a talk" about it.</p> <p>_____ 23. I often have a hard time saying "No."*</p> <p>_____ 24. I tend to bottle up my emotions rather than make a scene.*</p> <p>_____ 25. I complain about poor service in a restaurant and elsewhere.</p> <p>_____ 26. When I am given a compliment, I sometimes just don't know what to say.*</p> <p>_____ 27. If a couple near me in a theater or at a lecture were conversing rather loudly, I would ask them to be quiet or to take their conversation elsewhere.</p> <p>_____ 28. Anyone attempting to push ahead of me in a line is in for a good battle.</p> <p>_____ 29. I am quick to express an opinion.</p> <p>_____ 30. There are times when I just can't say anything.*</p> |
|--|---|

Sample Design Problems

You can choose from these design problems or make up new ones:

A psychology teacher believes that listening to music while studying will increase students' retention. Design an experiment to prove or disprove her theory.

A new drug has been developed which is reported to prevent seasickness. Design an experiment which will determine its effectiveness.

A motivational speaker claims that wearing red on the day of an exam "energizes" the brain and improves performance. Your psychology professor doubts that this is true. Design an experiment that would test whether the speaker is correct.

An English professor believes that students who have the opportunity to write their essays on word processors will produce better essays than those who write their essays by hand. Design a study that tests the professor's belief.

An exercise physiologist counsels his clients to exercise in the morning rather than at night to facilitate weight loss. Design an experiment to test whether this is the correct advice.

A student insists that smoking marijuana does not interfere with his snowboarding skills. Design an experiment (in a laboratory) that would test for this.

Many parents assert that children "amp out" or "bounce off the wall" after they eat sugar. Design a study to determine whether this assertion is true.

Your nurse friend insists that men are less likely than women to wash their hands after using a public restroom. Is this belief just a myth?

Your women's studies class has a huge debate about whether young children still hold stereotyped views about what professions men and women can hold. How could you test this with access to several kindergarten classes?

Your friend insists that he can tell the difference between expensive bottled water and ordinary tap water. Design a study to test this assertion.

Flashcards 1

- | | |
|-------------------------------|---|
| ___ 1. case study | a. identifying cause and effect relationships by following a set of rules that minimize error, bias and chance |
| ___ 2. control group | b. composed of subjects who receive the experimental treatment |
| ___ 3. correlation | c. composed of subjects who undergo all the same procedures but who do not receive the treatment |
| ___ 4. dependent variable | d. an in depth analysis of the thoughts, feelings, beliefs, experiences, behaviors or problems of a single person |
| ___ 5. experiment | e. a general approach to gathering information and answering questions so error, bias is minimized |
| ___ 6. experimental group | f. a treatment or something that the researcher controls or manipulates |
| ___ 7. independent variable | g. one or more of the subjects' behaviors that are used to measure the potential effects of the treatment |
| ___ 8. random selection | h. a way to obtain information by asking many individuals to answer a fixed set of questions |
| ___ 9. scientific method | i. each subject in a sample population has an equal chance of being selected to participate in experiment |
| ___ 10. survey | j. an association or relationship between the occurrence of two or more events |

Flashcards 2

- | | |
|---|---|
| ___ 1. correlation coefficient | a. a relatively normal environment in which researchers observe behavior but don't change or control it |
| ___ 2. debriefing | b. neither the subjects nor the researchers know which group is receiving which treatment |
| ___ 3. double-blind procedure | c. some intervention (pill, injection) that resembles medical therapy but has no actual medical effects |
| ___ 4. hypothesis | d. a statement in support of a particular viewpoint based on observations of our personal experiences |
| ___ 5. laboratory setting | e. studying individuals under systematic and controlled conditions, with real-world influences eliminated |
| ___ 6. naturalistic setting | f. a technique for obtaining information by asking subjects check answers on a written list of questions |
| ___ 7. placebo | g. having a strong belief or making a statement about a future behavior then acting to carry out the behavior |
| ___ 8. questionnaire | h. explaining the purpose and method of the experiment to subjects, helping them deal with doubts or guilt |
| ___ 9. self-fulfilling prophecy | i. an educated guess about some phenomenon stated in precise, concrete language to rule out confusion |
| ___ 10. testimonial | j. a number that indicates the strength of a relationship between two or more events |

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Multiple-Choice

1. Rod Plotnik begins this module with the example of Dusty, a hyperactive seven-year old, to show that
 - ~~a. often psychology must yield to medical science~~
 - ~~b. psychology needs accurate answers to highly complex problems~~
 - ~~c. science must recognize the problems for which it cannot find answers~~
 - d. hyperactivity can be controlled by high doses of vitamin C
2. The scientific method is defined as
 - a. a general approach to answering questions that minimizes errors
 - b. a faith that precise equipment will produce accurate information
 - c. all of the findings of science in the modern era
 - d. a set of guidelines published by the American Academy of Science
3. Which one of the following has the *lowest* potential for error or bias?
 - a. case study
 - b. survey
 - c. experiment
 - d. testimonial
4. When you encounter a testimonial, you know that it is
 - a. true, if enough other people also report it
 - b. false, because it is only a personal belief
 - c. true, if the person conveying it has a good reputation for honesty
 - d. possibly true, but not proven by science
5. A good example of a self-fulfilling prophecy is the belief that
 - a. there's no use studying for multiple-choice exams because the questions are tricky
 - b. psychology requires more study than literature
 - c. if you do all your studying the night before the exam you'll do better
 - d. you don't have to take notes in class if you listen carefully
6. One of the main disadvantages of the survey method is that
 - a. many people won't go to the trouble of filling out the survey
 - b. the results will be biased if the sample is not representative
 - c. it is difficult to survey enough subjects to make the results valid
 - d. it takes so long to conduct a survey that the method is impractical for most purposes
7. When she wears her lucky socks, Gail wins three golf matches out of four, a _____ correlation between wearing the socks and winning
 - a. perfect negative
 - b. negative
 - c. positive
 - d. perfect positive
8. Does this prove that the socks are the cause of Gail's winning?
 - a. yes, because it cannot be just coincidence
 - b. no, because correlation is not causation
 - c. it would if she won *every* time she wore the socks
 - d. which socks Gail wears cannot possibly have anything to do with the outcome of the matches she plays

9. You probably hope the correlation coefficient between using this Study Guide and getting an A in the course is
- +1.00
 - 1.00
 - 0.00
 - +0.00
10. Whether to do research in a naturalistic or laboratory setting involves the issue of
- comprehensiveness versus cost
 - testimonial versus science
 - realism versus control
 - objectivity versus subjectivity
11. The special treatment given to the subjects in the experimental group is called the
- hypothesis
 - independent variable
 - dependent variable
 - control variable
12. Which one of the following is an example of random selection?
- winning numbers in the lottery
 - annual National Football League player draft
 - numbers people play in the lottery
 - annual Miss America contest
13. The purpose of having a control group in an experiment is to
- show what results the opposite treatment would produce
 - show how a different group would react to the treatment
 - identify and rule out the behavior that results from simply participating in the experiment
 - provide backup subjects in case any members of the experimental group are unable to continue
14. Should you volunteer to be a subject in a psychological experiment?
- no, because you are completely at the mercy of the researcher
 - yes, because ethical guidelines protect subjects from danger or undue deception
 - no, because they'll never tell you what the experiment was really about
 - yes, because looking dumb or foolish occasionally makes us more humble
15. The attitude of most psychologists toward the use of animals in research is that
- scientists must have complete freedom to conduct research however they see fit
 - ethical concerns are involved in research on humans but not on animals
 - animals have no rights
 - the issue is complicated and calls for a balance between animal rights and research needs

Famous Sociology / Psychology Case Studies

The Milgram Experiment

1. Why did Stanley Milgram conduct this Experiment? What was the purpose of the study?
2. What were the results of the study? What were the results of similar studies over a 25 year period of time?
3. What were the ethical issues raised in this experiment?
4. Could this experiment be done today? Why? Why not?
5. What is a debriefing?

Zimbardo: The Stanford Prison Experiment

1. Why did Philip Zimbardo conduct this experiment? What was the purpose of the study?

2. What were the results of the study? What was the Jekyll and Hyde experience?
3. Why was the study stopped after 5 days? Give examples of conditions in the prison.
4. Was the experiment ethical? Has the experiment influenced the structure of modern prisons?