

Key individuals: Charles Darwin

Psychology is a science,
not because what we've careful research
study, but how we study method.

Sociocultural - Theory that explains that behaviors and mental processes are influenced by ethnicity, religion, gender, language, nationality, and economic status and the learned norms associated with these groups.

- Behaviors and mental processes are influenced by norms

- Individualistic V.S. Collectivist cultures.

Key individuals: Solomon Asch, Stanley Milgram, Phillip Zimbardo, and Leon Festinger

Biopsychosocial - Theory that explains that behaviors and mental processes are best explained by combining multiple approaches.

- Each approach has strengths and weaknesses, and a combination of these approaches creates the best explanation.

Biological - biological and evolutionary.

Psychological - cognitive, behavioral, humanistic, and psychodynamic.

Sociocultural perspective.

Different type of research

- Experiments, correlational studies, survey research, naturalistic observations, case studies, longitudinal studies, cross-sectional studies

correlational relationship - relation between two event.

Correlational studies - Advantage: It can be happening outside of a lab.

Disadvantage: Cannot prove causality.

Scatterplots: Are use to display the relationship between data rise / run.

$$Y = MX + B. \text{ Slope} = M.$$

Correlation Coefficient: A statistical measure of how strongly between any two of score are.

+1.0 = one set of scores increase in direct proportion to increases in other set.

-1.0 = one set of scores goes up precisely as the other goes down.

(The stronger of the relationship, the closer to -1 or +1.)

+1/-1 = "perfect correlation".

Survey Research - Advantage: Cheap (free websites and software make ~~distribution~~ distributing, collecting and processing easy).

Easy (people without training can make surveys)

Multiple variables can be examined.

Disadvantage: Questions might be poorly written or biased

People might misinterpret the questions.

Only have "shallow" information provides.

Cannot prove causality.

Naturalistic observations - Observing ~~objects~~ subjects without them being aware that they are being watched.

Advantage: "Real" behavior ^{when people act differently noticing being watch}
No or reduced Hawthorne effect or Demand Characteristic ^{Trying to figure out what the researcher wants and not looks that way.}

Disadvantage: Might not be studying what you think you are studying
No control

~~Not a research method by itself~~
Cannot prove causality.

Case Study Method - deeply investigating one or a few unusual cases.

Advantage: Can dig deep to find possible relationships or other ideas that could turn into hypothesis.

The opposite of a survey ^{deep but not broad.}

Disadvantage: Time consuming

Subjects are not representative

~~Not a research method by itself, but a way of doing some of the research method.~~
Cannot prove causality.

Longitudinal studies - When the researcher follows the same participant or some groups (cohort) for a long time.

Advantage: Uncover possible confounding variables

Can be used in a variety of other research methods (2 survey studies)

Disadvantage: Time consuming

Expensive

Difficult to control

Difficult to prove causality.

Opposite of longitudinal studies.

Not a research method. a way way to frame research method.

Cross-sectional research. - Cross sectional study compares two groups.

Advantage: Comparison is science.

Can be use in other research methods (> case studies)

Disadvantage: Unable to capture the whole moving picture

Operational definition & Measurement.

The challenging part of psychology - how do we make thoughts and emotions something measurable

Empiricism - Measurable and observable.

Validity and research design - It must be defined so it can be measured

Advantage: Allows for scientific measurement

Disadvantage: Oversimplifies the issue.