

UNIT 1 – HISTORY, APPROACHES, and RESEARCH METHODS

PERCENT ON AP EXAM – 2-4%

PERCENT ON AP EXAM – 8-10%

TERMS YOU MUST KNOW

Behaviorism
Functionalism
Structuralism
Evolutionary Psychology
Gestalt Psychology
Cognitive Psychology
Dependent Variable
Independent Variable
Case Study
Experiment
Control Group
Hypothesis
Naturalistic Observation
Survey
Theory
Correlation Coefficient
Operational Definition
Experimental Group
Correlational Research
Random Assignment
Mean
Normal Distribution
Double Blind Study
Median
Mode
Sample
Standard Deviation
Inferential Statistics
Placebo Effect

IMPORTANT PEOPLE

- Alfred Adler – strive to overcome inferiority
- Albert Bandura – learned personality from observation
- Erik Erikson – face crisis at different stages of our lives
- Hans Eysenck – extroversion and introversion
- Sigmund Freud - unconscious determines everything that we do
- Karen Horney – parental indifference the true reason behind neurosis
- Carl Jung – we wear “personality masks” depending on situation
- Abraham Maslow – hierarchy of needs
- Jean Piaget – cognitive development
- Carl Rogers – theory of self-concept (did not look at unconscious motives)
- Hermann Rorschach- inkblots
- B.F. Skinner – behavior and personality is learned through operant conditioning
- John Watson – personality is due to classical conditioning
- Charles Darwin – evolutionary theory, survival of the fittest

CONFUSING PAIRS

- Independent Variable (what is tested) v. Dependent Variable (what is measured)
- Experimental Group (group that is tested) v. Control Group (compared to the experimental, receives the placebo in a drug experiment)

TERMS STUDENTS MAKE MISTAKES ON

- Mean – Can be thrown off by a couple high or low scores
- Bell Shaped Curve - A Normal Distribution
- William James – Functionalism
- Observation – Most Critical ingredient to learning
- Piaget – Cognitive Development
- Charles Darwin
- Behavioral Perspective – relies on Observation
- Overconfidence – Inhibit Critical Thinking
- Placebo Effect – Healing Powers of Positive Expectations
- APA (British Version also) – Review Board
- William Wundt – first psychological lab in Germany
- Definition of Psychology – the scientific study of the human mind and its functions, especially those affecting behavior in a given context
- Biological Approach – would study head injuries
- Common Issues Throughout Psychology – Nature vs. Nurture, Diversity vs. Universality, Stability vs. Change
- Common Psychological Processes – how culture affects your thoughts and perceptions
- Correlation DOES NOT Prove Causation

Unit 1: History, Approaches & Research Methods *Study Guide*

What is psychology?

Definition (remember: it is a SCIENCE)

How is it different from other disciplines?

How is it different from psychiatry?

Key Names

Wundt

James

Titchner

Hall

Freud

Approaches

Structuralism

Functionalism

Humanistic

Cognitive

Socio-cultural

Behavioral

Biological / Neuroscience

Psychodynamic

Evolutionary

Specialties

Clinical Psychologist vs. Psychiatrist

Developmental

Research Terminology

Confirmation Bias / Overconfidence / Hindsight Bias

Hypothesis

Replication

Sample (Random & Representative)

Population

Operational Definition

Independent Variable

Dependent Variable

Confounding Variable

Experiments

Experimental Group vs Control Group (Random Assignment)

Placebo / Placebo Effect

Double-Blind Procedure

Naturalistic Observation

Surveys and Wording Effects

Case Study

Correlational Research

Correlation

Positive Correlation

Negative Correlation

Correlation DOES NOT EQUAL Causation

Strong Correlation = Strong predictor of future behavior

Illusory Correlation

Correlation Coefficients (-1.0 -- +1.0)

Measures of central tendency (mean, median, mode) – How can they misrepresent information?

Ethics

Informed consent

Debriefing

Voluntary Participation

Anonymous / Confidential

Deception (when is it ok?)

Institutional Review Board

Animal Research (uses / abuses)

Milgram's research

Zimbardo's research