

KEY

Guided Reading
Activity

2-1

What Is Research?

For use with textbook pages 35-41

Directions: Recalling the Facts Use the information in your textbook to answer the questions.

- What pre-research decisions do psychologists make? ask specific questions about a limited topic or a hypothesis, look for evidence, and select a research method
 - What is a research sample? a relatively small group representing the entire population - should be representative
 - What are two ways to avoid a nonrepresentative sample? using a random or stratified sample
(subgroups)
 - Why do psychologists use naturalistic observations? allow researchers to learn how humans or animals behave naturally without knowing they are participants in an experiment - Fly on the Wall
 - What kind of study uses diaries, tests, and interviews to intensively study a person or group? case studies - can not be generalized
 - What types of data are most easily gathered through surveys? data on the attitudes, beliefs, and experiences of large # of people (interviews, questionnaires)
 - What is the difference between longitudinal studies and cross-sectional studies? longitudinal - conducted over time (same group)
cross-sectional - conducted at one time using different segments of population McGoy kids
ITEDS
 - What is the difference between a positive and a negative correlation? positive - as one variable increases, the other increases / negative - one variable increases, other decreases More work
Faster Times
More Wins
 - How does a psychologist use an independent variable in an experiment? a (fer) independent variable in order to study its effect on the dependent variable p.40
 - What types of ethical principles govern psychological research? (1) protect welfare and confidentiality (2) psychologists accept all responsibility (3) Federal and state laws observed (4) Participants are informed and give consent (5) Deception is used if no other alternatives are available
- independent variable - changed to alter effects
dependent variable - change in relation to independent variable (More studying
talked later)