

Chapter 1:

Learning Objectives:

The need for Psychological Science:

1. Describe *hindsight bias*, and explain how it can make research findings seem like mere common sense.
2. Describe how overconfidence contaminates our everyday judgements.
3. Explain how the scientific attitude encourages critical thinking.
4. Describe how psychological theories guide scientific research.

Description:

5. Identify an advantage and a disadvantage of using case studies to study behavior.
6. Identify the advantages and disadvantages of using surveys to study behavior and mental processes, and explain the importance of wording effects and random sampling.
7. Identify an advantage and a disadvantage of using naturalistic observation to study behavior.

Correlation:

8. Describe positive and negative correlations, and explain how correlational measures can aid the process of prediction.
9. Explain why correlational research fails to provide evidence of cause-effect relationships.
10. Describe how people form illusory correlations.
11. Explain the human tendency to perceive order in random sequences.

Experimentation:

12. Explain how experiments help researchers isolate cause and effect.
13. Explain why the double-blind procedure and random assignment build confidence in research findings.
14. Explain the difference between an independent and a dependent variable.

Statistical Reasoning:

15. Explain the importance of statistical principles, and give an example of their use in everyday life.
16. Explain how bar graphs can misrepresent data.
17. Describe the three measures of central tendency, and tell which is most affected by extreme scores.

18. Describe two measures of variation.
19. Identify three principles for making generalizations from samples.
20. Explain how psychologists decide whether differences are meaningful.

Frequently Asked Questions About Psychology:

21. Explain the value of simplified laboratory conditions in discovering general principles of behavior.
22. Discuss whether psychological research can be generalized.
23. Explain why psychologists study animals and discuss the ethics of experimenting with b of animals and humans.
24. Describe how personal values can influence psychologists' research and its application, and discuss psychology's potential to manipulate people.