

Psychology Unit 1 Study Guide

Definition of Psychology

William Wundt

Sigmund Freud

William James

Edward Titchener

Kurt Koffka

Wolfgang Kohler

Richard Dawkins

Jerome Bruner

John Watson

B.F Skinner

Tools of a psychologist

Nature vs. Nurture

Psychological Perspectives:

- Neuroscience

- Evolutionary

- Behaviorism

- Cognitive

- Social/Cultural

- Functionalism

- Psychoanalysis

- Structuralism

- Gestalt

Hindsight Bias

Intuition

Common Sense

Skepticism

Preconception

Overconfidence Effect

Confirmation Bias

Critical Thinking

False Consensus Effect

Theory

Hypothesis

Replication

Independent Variable

Dependent Variable

Case Study

- problems with case studies

Survey

- problems with surveys

Naturalistic Observation

Target

Random Sampling

Population

Studying People and Behaviors

- descriptive

- correlational

- experimental

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Correlations

- positive
- negative
- spurious
- illusory

Conducting an Experiment

- components
 - experimental condition
 - control condition
 - random assignment
 - independent variable
 - dependent variable
 - placebo
 - operational definition
 - double blind procedure
 - external validity
- purpose of experiments
- lab experiments vs. field experiments
- A.P.A
 - Experimental Principles (must have's for an ethical experiment)

Correlations vs. Experiments

- Cultural Considerations
- Gender Considerations

Classic Experiment Presentations