**CH 1 TEST**

**Research Methods Review**

Psychology

using different approaches-

Main Challenges in Psychology

perception

selective attention

ambiguous figure

Gestalt theory

confirmation bias

origins

*William Wundt*

*Structuralist*

*William James*

*Functionalist*

operational definition

(+ and -)

self report

research setting

research method

non-experimental methods

*NON Experimental Methods:*

interview

survey

*SURVEY AND SAMPLING procedures*: population, sample, representative sample

Limitations of Self Reports: page 26

*Naturalistic Observation & Unobtrusive Measures*

naturalistic observation

participant observation

*CASE STUDIES:*

case study

(+ and -)

*Correlations and Non-experimental Research*

variable

correlation

illusory correlation

(+ and -)

*Experimental*

experiment

field experiment

independent variable

dependent variable

participant

external validity

diffusion of responsibility

social influence

(+ and -)

*Quasi Experiments*

quasi experiments

(+ and -)

*ETHICAL CONCERNS:*

**IB COMPANION TERMS:**

cross cultural validity

ecological validity

ethnocentric

independent variable

dependent variable

field experiment

triangulation

social desirability bias

3 types of interviews

structured

unstructured

semi-structured

covert observation

overt observation

**ETHICAL GUIDELINES**

Questions about Reliability/Validity

*Studies to know*

Are You A Natural

Rosenthal’s Pygmalion Effect

Orne’s Demand Characteristics

Rosenhan’s Covert Observation

Dr. Money – Case study