

Journal

★ *“Jeff” suffers from social anxiety. Pick 3 of the 7 Psychological Perspectives and describe how each would explain the cause and one possible treatment for each.*



Descriptive Studies

*Methods of
study that try
to
DESCRIBE
a population*



Survey

▲ Definition: asks people to report their behavior or opinions

▲ **Examples:**

- ▲ Political polling
- ▲ U.S. Census
- ▲ Dancing with the Stars voting



Survey

Advantages and Disadvantages

▲ What's good about surveys?

- ▲ Cheap to administer
- ▲ Gather a lot of information about a lot of people quickly



▲ What's bad about surveys?

- ▲ Wording Effects
 - ▲ “affirmative action” vs. “preferential treatment”; “welfare” vs. “aid to the needy”
- ▲ Sampling Error
- ▲ Low response rate
- ▲ People Lie!!!!



▶ *One currently hot idea to unclog America's courtrooms is to make losers in civil suits pay the legal expenses of the winners. In a recent Washington Post-ABC News, 1,524 adults were asked the following questions:*

▶ *FIRST GROUP: "Would you support or oppose a law that says if you sue someone and lose, you have to pay their legal expenses?"*

▶ *SECOND GROUP: "Would you support or oppose a law that says if someone sues you and loses, they have to pay your legal expenses?"*

▶ *Support*

Oppose

No Opinion



★ *Question 1*

★ *Support = 47%*

★ *Oppose = 50%*

★ *No Opinion = 3%*

★ *Question 2*

★ *Support = 80%*

★ *Oppose = 18%*

★ *No Opinion = 2%*



▲ *A Time magazine poll in 1993 used two the then-First Lady's name in two different ways in its polling with these results:*

▲ *56.8% gave **Hillary Clinton** a favorable rating, while 25.6% said unfavorable.*

▲ *49.4% gave **Hillary Rodham Clinton** favorable, with 30.6% unfavorable.*



▶ *1255 people were surveyed by New York's American Museum of Natural History:*

▶ *77% interested in plants and trees, but only 39% interested in botany*

▶ *48% interested in fossils, but only 39% interested in paleontology*

▶ *42% interested in rocks and minerals, but 53% interested in geology*

▶ *(Students will take relationship survey at this point)*



Case Study

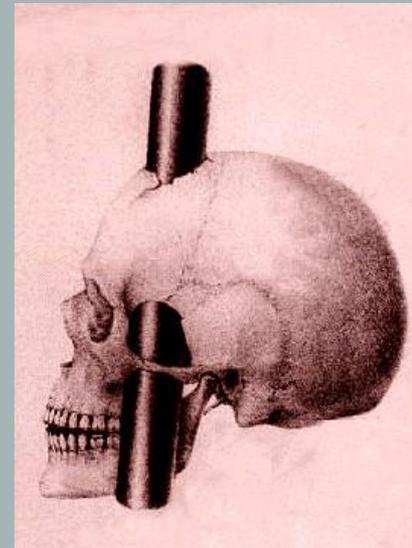
▲ Definition: *an observation technique in which one person is studied in depth in the hope of revealing universal principles*

▲ Examples:

▲ Genie the Wild Child

▲ Phineas Gage → → → → → →

▲ Anorexia Study



Case Study

Advantages and Disadvantages

▲ What's good about case studies?

▲ One person can tell us a lot about humans in general

What about the case study of John and Kate (+8)? Really interesting, but what does it tell us about families in general?

▲ What's bad about case studies?

▲ One case may be misleading!!!

▲ “My uncle smoked two packs a day for sixty years and never had health problems!”



Naturalistic Observation

- ▶ Definition: *observing and recording behavior in NATURALLY occurring situations*
- ▶ We do NOT interfere in naturalistic observations...we simply watch and record!
- ▶ **Example**: Jane Goodall [observing chimpanzees](#)



Naturalistic Observation

Advantages and Disadvantages

▲ What's good about naturalistic observation?

▲ See authentic behavior



▲ What's bad about naturalistic observation?

▲ Can't interfere at all



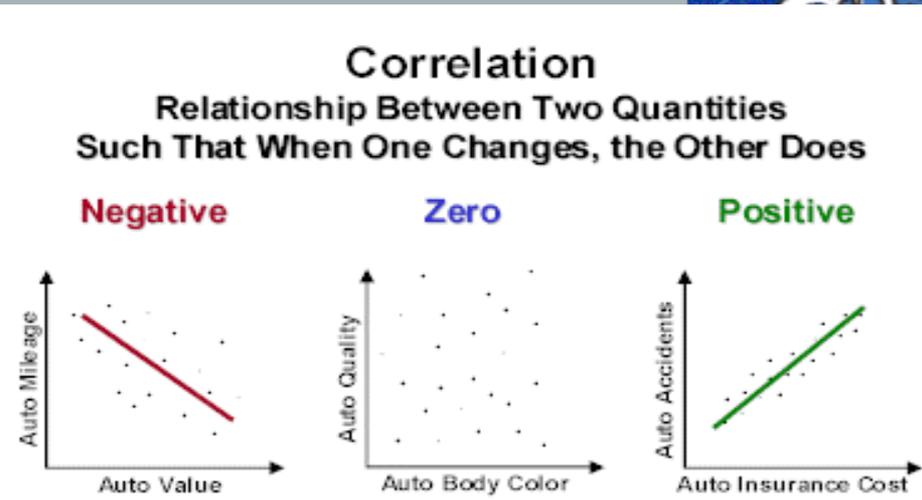
Correlational Study



- ▶ Definition: examines *RELATIONSHIPS* between two variables
- ▶ **Correlations range from -1 to +1 (correlation coefficient).**
 - ▶ The number is the **STRENGTH** of the correlation!
 - ▶ Positive (+) correlations mean that as one variable increases, so does the other
 - ▶ Negative (-) correlations mean that as one variable increases, the other decreases

▶ Examples:

- ▶ Temperature and ice cream eaten (+)
- ▶ TV watched and grade performance (-)



Types of Correlation

Positive Correlation

- ▶ The variables go in the *SAME* direction.



A

Studying and grades hopefully has a positive correlation.

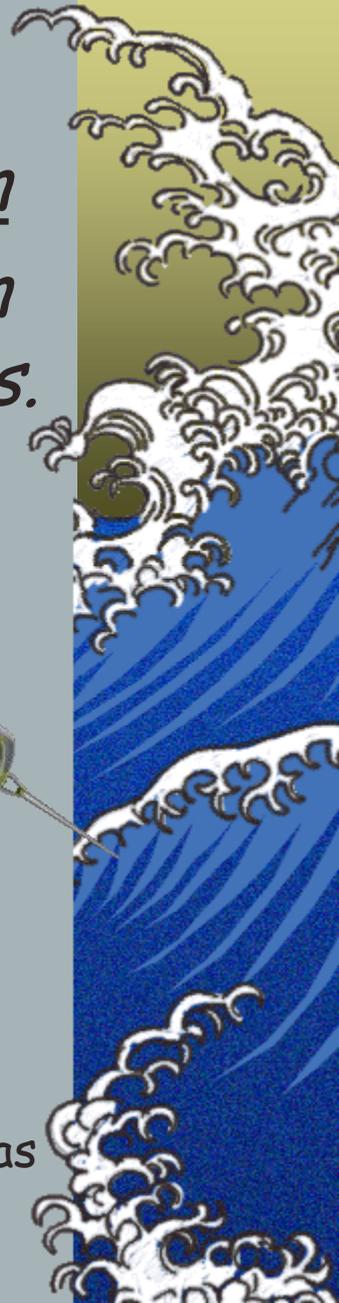
Negative Correlation

- ▶ The variables go in *opposite* directions.



F

Heroin use and grades probably has a negative correlation.



Are the following POSITIVE or NEGATIVE correlations?

- ▶ *The more young children watch TV, the less they read*
- ▶ *The more sexual content teens see on TV, the more likely they are to have sex*
- ▶ *The longer children are breast-fed, the greater their later academic achievement*
- ▶ *The more often adolescents eat breakfast, the lower their body mass.*



Which is a stronger correlation?

▶ *-.13 or +.38*

▶ *-.72 or +.59*

▶ *-.91 or +.04*

▶ *-1.1 or +.42*

▶ *-.01 or +.4*



Correlational Study

Advantages and Disadvantages

▲ What's good about correlational studies?

- ▲ Can show a relationship between variables

▲ What's bad about correlational studies?

- ▲ Correlation does not prove causation!
- ▲ Third variable problem
 - ▲ Ice cream eaten and drownings



