

Experimenter Bias



- *Another confounding variable.*
- *Not a conscious act.*
- *Double-Blind Procedure can stop any experimenter bias.*



Experimentation

- Placebo

- *an inert substance or condition that may be administered instead of a presumed active agent, such as a drug, to see if it triggers the effects believed to characterize the active agent*

- Double-Blind Procedure

- *both the research participants and the research staff are ignorant (blind) about whether the research participants have received the treatment or a placebo*
- *commonly used in drug-evaluation studies*

Placebo Effect

- *The belief that a person is on a real drug, even though they are not, and they are feeling the effects from that drug.*
- *Another confounding variable*
- *The belief of positive expectations!!!*



Experimentation

- Experimental Condition

- *the condition of an experiment that exposes participants to the treatment, that is, to one version of the independent variable*

- Control Condition

- *the condition of an experiment that contrasts with the experimental treatment*
- *serves as a comparison for evaluating the effect of the treatment*

Experimentation

■ Random Assignment

- *assigning participants to experimental and control conditions by chance*
- *minimizes pre-existing differences between those assigned to the different groups*

Hawthorne Effect

- ***No control group, selecting group to experiment has been determined to affect performance of that group regardless of what is done to them, based simply on the fact they know they are in an experiment.***
 - Factory worker production increased every time something changed (brighter lighting, dimmer lighting, music being played, being yelled at, being complemented, being punished, being rewarded)

Descriptive Studies

*Psychologists describe behavior
using case studies, surveys, and
naturalistic observation*

Descriptive Studies

- Survey

- *technique for ascertaining the self-reported attitudes or behaviors of people*
- *usually by questioning a representative, random sample of people*

- Random Sample

- *a sample that fairly represents a population because each member has an equal chance of inclusion*

Description

Case Study

- *Psychologists study one or more individuals in great depth in the hope of revealing things true of us all*



Is language uniquely human?

Description

- False Consensus Effect

- *tendency to overestimate the extent to which others share our beliefs and behaviors*

- Population

- *all the cases in a group, from which samples may be drawn for a study*

Description



- Naturalistic Observation
 - *observing and recording behavior in naturally occurring situations without trying to manipulate and control the situation*