UNIT 1 – HISTORY, APPROACHES, and RESEARCH METHODS

PERCENT ON AP EXAM – 2-4%
PERCENT ON AP EXAM – 8-10%

TERMS YOU MUST KNOW
Behaviorism  Functionalism  Structuralism  Evolutionary Psychology  Gestalt Psychology  Cognitive Psychology  Dependent Variable  Independent Variable  Case Study  Experiment  Control Group  Hypothesis  Naturalistic Observation  Survey  Theory  Correlation Coefficient  Operational Definition  Experimental Group  Correlational Research  Random Assignment  Mean  Normal Distribution  Double Blind Study  Median  Mode  Sample  Standard Deviation  Inferential Statistics  Placebo Effect

IMPORTANT PEOPLE
- Alfred Adler – strive to overcome inferiority
- Albert Bandura – learned personality from observation
- Erik Erikson – face crisis at different stages of our lives
- Hans Eysenck – extroversion and introversion
- Sigmund Freud - unconscious determines everything that we do
- Karen Horney – parental indifference the true reason behind neurosis
- Carl Jung – we wear “personality masks” depending on situation
- Abraham Maslow – hierarchy of needs
- Jean Piaget – cognitive development
- Carl Rogers – theory of self-concept (did not look at unconscious motives)
- Hermann Rorschach- inkblots
- B.F. Skinner – behavior and personality is learned through operant conditioning
- John Watson – personality is due to classical conditioning
- Charles Darwin – evolutionary theory, survival of the fittest

CONFUSING PAIRS
- Independent Variable (what is tested) v. Dependent Variable (what is measured)
- Experimental Group (group that is tested) v. Control Group (compared to the experimental, receives the placebo in a drug experiment)

TERMS STUDENTS MAKE MISTAKES ON
- Mean – Can be thrown off by a couple high or low scores
- Bell Shaped Curve - A Normal Distribution
- William James – Functionalism
- Observation – Most Critical ingredient to learning
- Piaget – Cognitive Development
- Charles Darwin
- Behavioral Perspective – relies on Observation
- Overconfidence – Inhibit Critical Thinking
- Placebo Effect – Healing Powers of Positive Expectations
- APA (British Version also) – Review Board
- William Wundt – first psychological lab in Germany
- Definition of Psychology – the scientific study of the human mind and its functions, especially those affecting behavior in a given context
- Biological Approach – would study head injuries
- Common Psychological Processes – how culture affects your thoughts and perceptions
- Correlation DOES NOT Prove Causation
Unit 1: History, Approaches & Research Methods Study Guide

What is psychology?
Definition (remember: it is a SCIENCE)
How is it different from other disciplines?
How is it different from psychiatry?

Key Names
Wundt
James
Titchner
Hall
Freud

Approaches
Structuralism
Functionalism
Humanistic
Cognitive
Socio-cultural
Behavioral
Biological / Neuroscience
Psychodynamic
Evolutionary

Specialties
Clinical Psychologist vs. Psychiatrist
Developmental

Research Terminology
Confirmation Bias / Overconfidence / Hindsight Bias
Hypothesis
Replication
Sample (Random & Representative)
Population
Operational Definition
Independent Variable
Dependent Variable
Confounding Variable
Experiments
Experimental Group vs Control Group (Random Assignment)
Placebo / Placebo Effect
Double-Blind Procedure
Naturalistic Observation
Surveys and Wording Effects
Case Study
Correlational Research

Correlation
Positive Correlation
Negative Correlation
Correlation DOES NOT EQUAL Causation
Strong Correlation = Strong predictor of future behavior
Illusory Correlation
Correlation Coefficients (-1.0 -- +1.0)
Measures of central tendency (mean, median, mode) – How can they misrepresent information?

Ethics
Informed consent
Debriefing
Voluntary Participation
Anonymous / Confidential
Deception (when is it ok?)
Institutional Review Board
Animal Research (uses / abuses)
Milgram’s research
Zimbardo’s research