

Kentucky Class Notes

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PSY 215 Curtis
Fall 2009
Final Exam

12/10/09

- Today we spent the entire lecture going over any information that may show up on the exam.
 - The exam will be on Thursday, December 17th at 1:00 pm in the normal classroom.
 - The goals of psychological science are to describe, predict, explain, and control behavior.
 - Why should we care about research?
 - To be an informed citizen you need to know the knowledge of research methods.
 - Occupations can require the use of research findings.
 - Public policy decisions require scientific research.
 - Research is important to assess and develop the effectiveness of any kind of program.
 - The sources of knowledge are authority, intuition, and science.
 - Science is the systematic gathering of data that enables description, prediction, explanation, and control.
 - Description is the most used in psychology and explanation is the hardest.
 - We need to be able to identify examples of each of these.
 - The scientific method was the first big topic we discussed.
 - The scientific method is a systematic experiment.
 - Know the difference between basic and applied research.
 - Know the difference between experimental and non-experimental studies.
 - Know that correlation is a numerical index of how strongly two variables are related.
 - Never infer causality from correlation.
 - Without doing an experiment we cannot infer causality.
 - Know what a correlation looks like on a graph.
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- Know why causality is so difficult in psychology.
- Know that an experiment is the best way to establish causality.
- The most fundamental ethical principle is that informed consent must be obtained from people who are voluntarily choosing to participate.
- Know what the operational definition of a variable is.
- Know the difference between categorical and continuous variables.
- Know what independent and dependent variables are.
 - Remember that the y-axis is always the dependent variable.
- Reliability is how consistently we are measuring whatever is being measured and ensure the stability of a measure.
- Know what makes an experiment valid.
- Behavior Observation is a non-experimental approach in real life settings.
 - Know how to record behavior.
 - Know how we figure out what to record.
 - Frequency is how many times in a given period something occurs.
 - Sometimes naturalistic observations are preferred to experiments because they have good external validity.
 - Experiments are artificial and cause us to miss some kinds of behavior.
- A structured observation in a natural setting was shown in the structured coloring task.
 - There are some drawbacks of observational research.

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- It is not good for determining cause and effect and the behavior being observed may not occur during the sampling.
 - There are also naturalistic observations in laboratories that were shown in the strange situation.
 - Surveys and Questionnaires are relatively easy to create, administer, and analyze, and they are also inexpensive.
 - These may be more effective than observations.
 - There are open-ended and close-ended questions.
 - To reduce the response set problem you could include a mix of positively and negatively worded items.
 - Know the four main types of scales of measurement: the nominal scale, the ordinal scale, the interval scale, and the ratio scale.
 - Know survey methodology.
 - Know what probability and non-probability sampling is.
 - The different ways of giving questionnaires and surveys are through personal interviewing, telephone surveys, and mail surveys.
 - Know that correlational research is another non-experimental research method used when experimental studies are impractical and unethical.
 - The magnitude of the correlation's absolute volume is critical.
 - Know the process of experimentation.
 - Know the difference between a directional hypothesis and a non-directional hypothesis.
 - Know what an experimental control does.
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- Know that random assignment is used to maximize internal validity.
 - Know the threats to internal validity.
- Know what external validity is.
- Know the different experimental designs.
 - Know what a between-subject design is.
 - Know how it differs when using a control group or matched groups.
 - Know what a factorial design is.
 - Know how to calculate factorial notation and how to read factorial notation.
 - Know what a within-subjects experimental design is.
 - Know what order effect is and what counterbalancing is.
 - Know what mixed designs are.
 - Know what single-subject designs are.
 - Know the difference between an ABA and an ABAB design.
 - Know what intrasubject replication is.
 - Know what intersubject replication is.
- Know the advantages and disadvantages of every kind of research design.