Unit 6. Expanded Outline

**DEFINITION OF PSYCHOLOGY: THE STUDY OF BEHAVIOR AND MENTAL PROCESSES, FEELINGS, THOUGHTS, SENSATIONS, PERCEPTIONS.**

**RESEARCH METHODS:**

**Subjectivity: Personal opinion**

**Objectivity: General agreement**

**CASE STUDY: “in-depth, intensive investigation of a single individual or a small group” page 30**

**Advantage: rich in ideas. Disadvantage: limited generalizability**

**SURVEY: One or more questions asked of a relatively large group of people.**

**Advantage: more objective since same question(s) asked of all; quick and easy.**

**Disadvantages: 1. Memory Fallibility and 2. Social Desirability Response Set**

**3. People must consent to be surveyed. Might there be a difference between those surveyed and those who did not consent???**

**NATURALISTIC OBSERFVATION. Study of members of a given species in their natural habitat. PAGE 29**

**Advantage: direct study of behavior of interest**

**Disadvantage: uncertainty principle: no way of measuring effect of observer**

**CORRELATION: Determination of extent of relationship between 2 variables. Page 31.**

**EXPERIMENT:**

**Independent Variable, Dependent Variable, Confounding Variable.**

**NOTE: It is only with the perfect experiment that a CAUSAL conclusion can be drawn!**

**ETHICS**

1. **Confidentiality**
2. **Informed Consent**
3. **No Harm**

**PERSPECTIVES. For each of the first 5 perspectives, which we studied in the first 5 Units, I will mention central principles and research method(s).**

1. **Psychoanalysis/Psychodynamic**

**Unconscious, childhood experience, determinism. Case study**

1. **Behaviorism**

**Observables, Measurables, Reinforcement, Punishment, Determinism. Experiment and occasional case studies.**

1. **Humanism.**

**Inner control, basic goodness. Case study and Survey. (NOT deterministic)**

1. **Cognitive Psychology. What we think about in response to an experience determines our behavior and mental processes. All research methods**
2. **Biology. Brain controls our behavior and mental processes. All research Methods**

**Additional Perspectives**

1. **Evolutionary Psychology.. Behavior and mental processes determined by survival and fitness (number of offspring). E.g., gender role and mating behavior**
2. **Multicultural/sociocultural Psychology. People’s behavior, normal and abnormal is shaped by the society, culture and subculture(s) in which they live.**
3. **Positive Psychology. The study of happiness and well being. Positive Psychology is the subject of Article Report 1**
4. **Behavioral Genetics. We will discuss this perspective in Unit 7.**
5. **Clinical Neuropsychology. We will discuss an important area in this perspective – STRESS – in Unit 8.**
6. **Eclectic. A combination of perspectives.**