

Intro To Biopsychology

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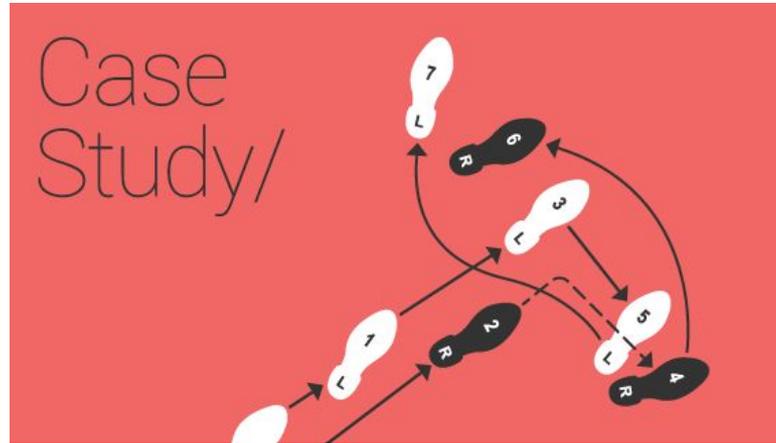
Experimentation

There are several different ways to study the natural world, including naturalistic observation; the observation of subjects in their natural habitat. This technique is commonly used by psychologists and other social scientists.



Experimentation

Another way to study the natural world is through case studies. This method is an in-depth study of one person, group, or event. A variety of techniques may be used including personal interviews, direct-observation, and psychometric tests.



Experimentation

Surveys are similar to case studies; however, they are a way of studying certain individuals separately. A survey may focus on factual information about individuals, or it might aim to obtain the opinions of the survey takers.



Correlation Research Method

Correlation means association - more precisely it is a measure of the extent to which two variables are related.



In 1998, psychologist Robert Kraut and his colleagues reported that a greater use of the Internet leads to a reduction in social support and happiness, and an

Experimental Research Method

The experimental method involves manipulating one variable to determine if changes in one variable cause changes in another variable. This method relies on controlled methods, random assignment and the manipulation of variables to test a hypothesis.



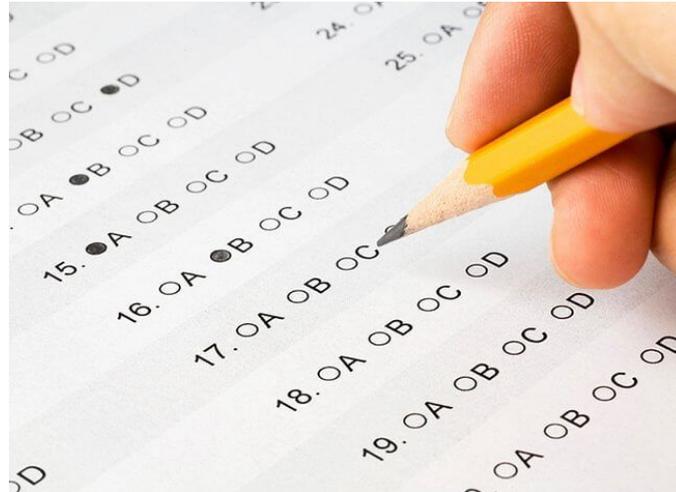
Independent vs. Dependent Variables

The independent variable is the characteristic of a psychology experiment that is manipulated or changed. For example, in an experiment looking at the effects of studying on test scores, studying would be the independent variable.



Independent vs. Dependent Variables

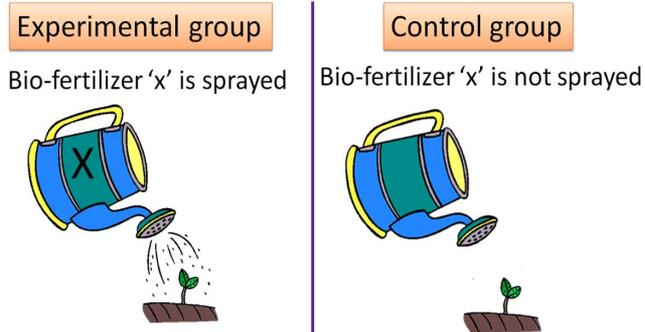
The dependent variable, on the other hand, is what is being measured in the experiment. In this example, the dependent variable would be the participant's test scores, because those are being measured.



Experimental vs. Control Groups

An experimental group is the group in an experiment that receives the variable being tested. One variable is tested at a time. The experimental group is compared to a control group, which does not receive the test variable. In this way, experimental groups are used to find answers in an experiment.

Effect of Bio-fertilizer 'x' on Plant growth

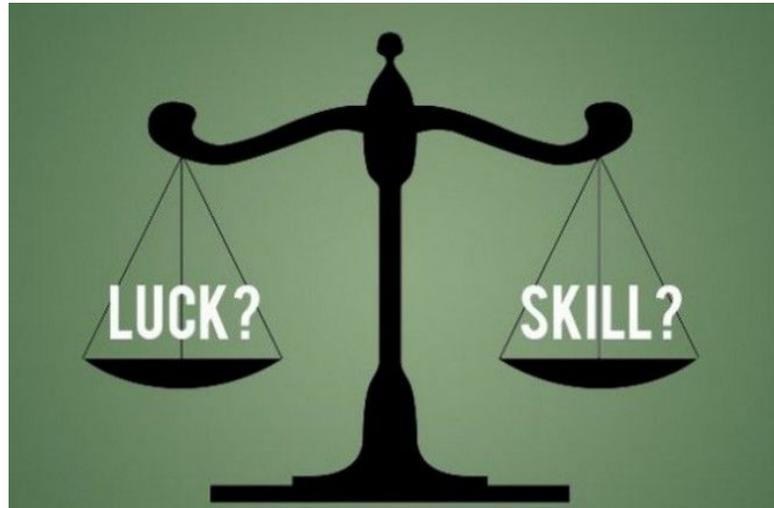


www.majordifferences.com

A good control group is identical to the experimental group in all way except for the difference in the experimental condition (here, application of bio-fertilizer 'x')

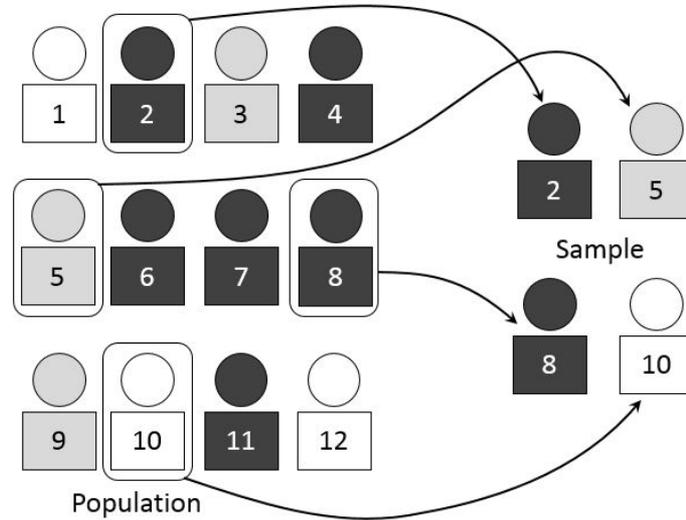
Controls

Control theory in **sociology** is the idea that two **control** systems—inner **controls** and outer **controls**—work against our tendencies to deviate



Random Sampling

A simple random sample is a subset of a statistical population in which each member of the subset has an equal probability of being chosen



Random Assignment

Is an experimental technique for assigning human participants or animal subjects to different groups in an experiment (e.g., a treatment group versus a control group) using randomization

Double-Blind

A testing procedure, designed to eliminate biased results, in which the identity of those receiving a test treatment is concealed from both administrators and subjects until after the study is completed.



Placebo

A placebo is a sugar pill given by doctors to patients who think they have symptoms to diseases and insist on having the prescription medication.

