**AP Psychology - Keefe Tech**

**Unit1 Recap - Terms / Ideas – *T. Cummings***

**Research Methods**

Psychology = Social **SCIENCE**

Replication

Experimentation Research / **Experimental Design**

Hypothesis

Null Hypothesis

Population (n=)

Independent Variable (IV)

Dependent Variable (DV)

Confounding Variables

"They're testing the effect of \_\_\_\_\_\_\_\_\_\_\_\_\_\_ on the \_\_\_\_\_\_\_\_\_\_"

Control Group

Experimental Group

Placebo / Placebo Effect

Double Blind Design / Single-Blind Design

Experimenter Bias

Hindsight Bias

Overconfidence

Random Assignment

Research Ethics / IRB

Little Albert Study

Stanley Milgram’s Shock Experiment

Stanford Prison Experiment

Surveys

Framing

Demand Characteristic (*drawing conclusions about types of questions, setting, etc…answering in the direction that is helpful to the researcher…or the opposite)*

Social Desirability

Operational Definitions

Confederates

Correlational Studies

Positive/Negative Correlation

Correlational Coefficient (-1.0 -- +1.0) (.5 is considered a strong correlation by many texts)

Correlation does NOT equal causation!

3rd Variable Issue (Does ice cream **CAUSE** shark attacks?)

Spurious Correlations

Case Studies (Examination of 1 person / 1 event)

Kitty Genovese

Jonestown 1978

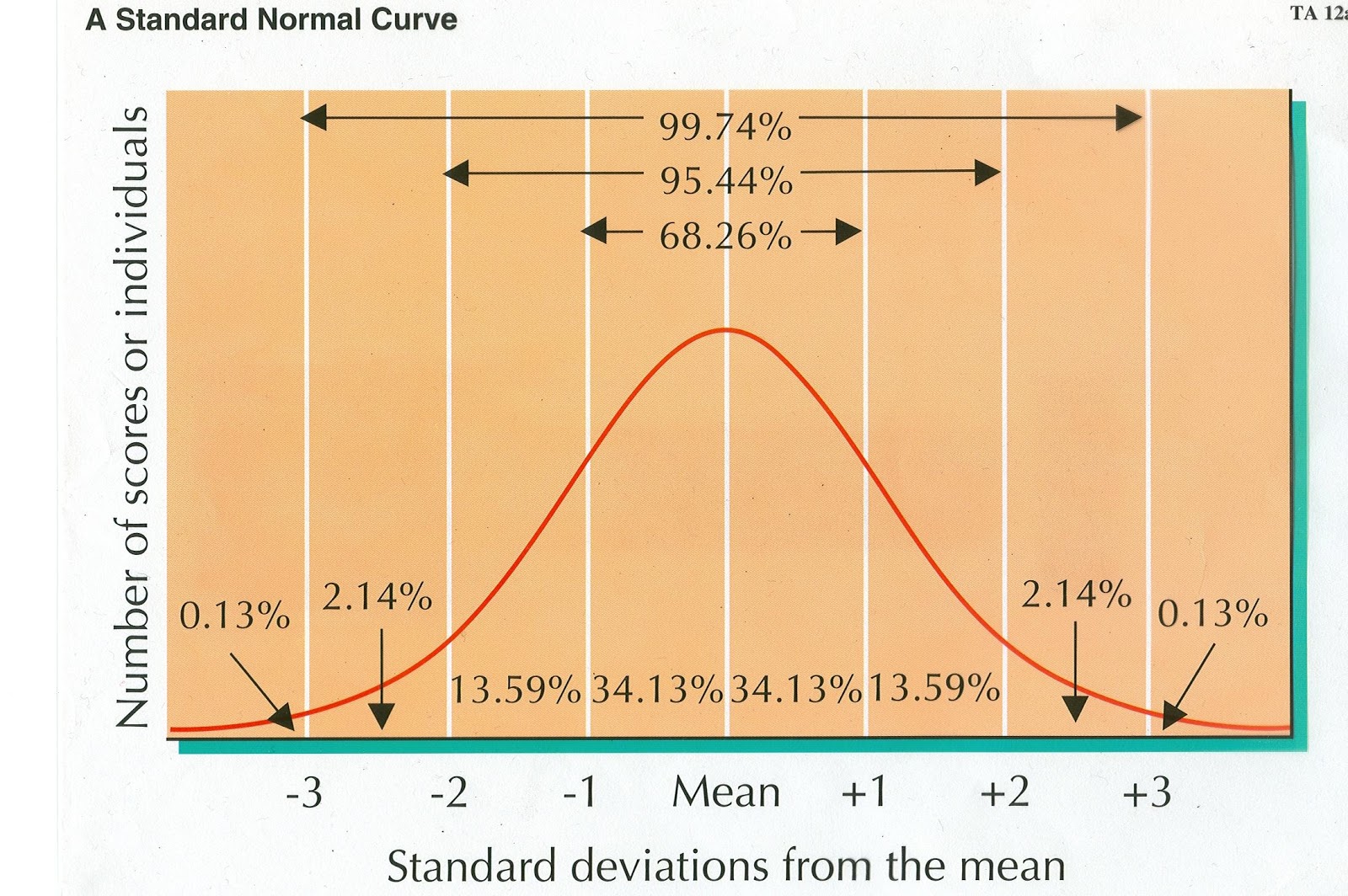
**Statistics in Research Methods**

Descriptive Stats - *are more appropriate for summarizing, organizing, characterizing data/sample.*

* Measures of Central Tendency
  + Mean (μ)
  + Median
  + Mode
* Measures of Variability
  + Standard Deviation (σ)
  + Normal Curve + Percentiles
  + Range

Inferential Stats - *more appropriate for comparing differences OR finding statistical significance OR drawing conclusions OR interpreting OR finding if events happened by chance.*

* Statistical Significance
* p < .05 (meaning there’s a 95% likelihood the results are NOT due to chance)



*…The skew is the few*

