

Vocabulary

- Physiological
 - Having to do with an organism's physical processes
- Cognitive
 - Having to do with an organism's thinking & understanding
- Psychology
 - The scientific study of behavior that is tested through scientific research
- Hypothesis
 - An assumption or prediction about behavior that is tested through scientific research

Vocabulary (con't)

- Theory
 - A set of assumptions used to explain phenomena & offered for scientific study
- Basic Science
 - The pursuit of knowledge about natural phenomena for its own sake
- Applied Science
 - Discovering ways to use scientific findings to accomplish practical goals
- Scientific Method
 - A general approach to gathering information & answering questions so that errors & biases are minimized

What is Psychology?

- We know the definition... but is that really all there is to it?
- What do you know about psychology? Psychologists?
- Complete the following: A psychologist is a person who _____ .

Goals of Psychology

- Describe
 - Describe or gather information about what is being studied to present what is known
- Explain
 - Principles – generally valid ideas about behavior
 - Presented as hypothesis
 - Theory

Goals of Psychology (con't)

- Prediction
 - Based on prior knowledge
- Influence
 - Conducting studies with a long-term goal of finding out more about human or animal behavior (basic science – research)
 - Discovering ways to use what we already know about people to benefit others (applied science)
 - Use psychological principles to solve problems

Observable vs Unobservable Behavior

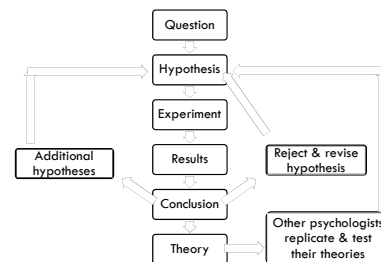
- First, what is the difference here? ... Examples?
- What's more important to study?
- What is important is that the study of behavior is systematic
 - Meaning we use a specific method of asking and answering questions about why people think, act, and feel the way they do
 - This reduces the chances of coming to false conclusions

Naturalistic vs Controlled Observations

- Naturalistic
 - Humans and animals studied in their environment
 - Advantages? Disadvantages?
- Controlled
 - Humans and animals studied in a laboratory
 - Advantages? Disadvantages?
- Why might a psychologists prefer controlled observations?

Scientific Basis?

□ The Scientific Method



Guided Notes Questions

- Answer these on a piece of paper. Use your notes and textbook.
- 1. What is the difference between a hypothesis and a theory?
- 2. What are the goals of psychology? Describe them in your words.
- 3. Why do psychologists use the scientific method?
- 4. How might a psychologists doing basic science and a psychologist practicing applied science differ in their approach to the issue of internet addiction?