

- **Case Study** - study design that a psychologist, often a therapist, observes one person over a long period of time.
- **Naturalistic observation** - study where a researcher unobtrusively observes and records behavior in the real world.
- **Qualitative research** involves data gathered from open ended and unstructured answers.
- **Quantitative research** collects information using any kind of numeric and quantifiable scale, normally has limited response options.

p. 54-55: what do twin-adoption studies do? What is the difference between identical and fraternal twins? Know the chart on p.55 of 4 hypothetical situations and what each concludes

- Twin adoption studies - research into heredity influence on twins, identical and fraternal. They are raised apart and who were raised together.
 - Identical - split from the same egg
 - Fraternal - 2 eggs fertilized by 2 sperm
- It all depends on where you are raised.

p. 66: what are ethics? what is plagiarism? Falsification? Fabrication?

- Ethics - rules governing the conduct of a person or group in general or in a specific situation. What is right and wrong to a person.
- Plagiarism - someone presents the words or ideas of other people their own.
- Falsification - changing or altering or deleting scientific data.
- Fabrication - presenting or publishing scientific results that are made up.

p. 67-68: know, and be able to define, the 5 guidelines for the ethical treatment of human subjects

1. Informed consent - tell participants background info on study
2. Respect for persons = keep safe dignity of individual
3. Beneficence = inform participants of costs & benefits of participation
4. Privacy & confidentiality = protect privacy of individual ; generally by keeping all responses confidential
5. Justice = benefits & costs must be distributed equally among participants