Community & Health Psychology. Community psychologists are dedicated in reaching out and providing psychological services to the community, especially those who do not go to hospitals and clinics because of financial concerns, lack of access, and fear of stigmatization (fear of being labeled as an insane or crazy person. Health psychologists promote healthy lifestyle to maintain psychological health. Community and health psychologists usually work together.

Forensic Psychology. This applies psychological concepts to the legal system. Forensic psychologists are experts in relating psychology with law and criminal behavior.

Sports Psychology. This deals with how athletes can improve their performance using concepts and principles in psychology.

Environmental Psychology. This deals with how the nature and the individual affect each other.

Positive Psychology. This field is dedicated in promoting the positive human strengths instead of psychological disorders. It emphasizes happiness, wisdom, resilience, hope, optimism, etc.

Psychology of Women. This area is dedicated in conducting research on how to empower women and establishing the importance of their role in the society.

Parapsychology. This is the branch of psychology that investigates the effect of the belief on paranormal phenomenon on human behavior.

Application of Psychology in Other Fields

Daniel Kahneman, a cognitive psychologist, won the Nobel Prize in Economic Sciences 2002 for Bridging economics and psychology (behavioral economics) through groundbreaking work in applying psychological insights to economic theory (judgment and decision-making under uncertainty). His paper “Prospect theory: an analysis of decision under risk” (Kahneman & Tversky) was published in *Econometrica*, and the theory is used as an economic model in applied research in economics. (www.apa.org/monitor/dec02/nobel.aspx)

Scientific Methods Used in Psychology

Observation is the oldest and simplest way of gathering data, although it is not as easy as it sounds because the researcher must be a keen observer and he/she must be sure that his/her observations are valid (observe what must be observed) and accurate (perception and recoding of observed data). Observation can be done in two settings. In a laboratory setting, a set up can be made to elicit the behavior you want to observe. This will save time but the set up itself may not elicit the true behavior because it is not natural. Besides, participants may not act naturally when being observed (Hawthorne effect and social desirability). The other setting is the natural setting. Compared to laboratory setting, the behaviors you want to observe will be more valid in a natural setting. However, this setting will not guarantee that the behavior you want to observe will be