Chapter 2 Notes 9/16

* Psychologists have been challenging outrageous claims since the 1880s.

- Social learning: acquiring new behavior by watching others and seeing how they are rewarded and punished for their behavior.

* Psychologists use the scientific method to test their ideas empirically.

- Empirical investigation: the collection of objective information by making careful measurements based on direct exp.
  - Empirical: science based

* A main goal of psychology science is to develop explanations for behavior and mental processes, based on solid empirical studies.

- Theory: a testable explanation for a set of facts or observations.

* Testing any scientific assertion requires five steps.

- Hypothesis: a testable idea or prediction.