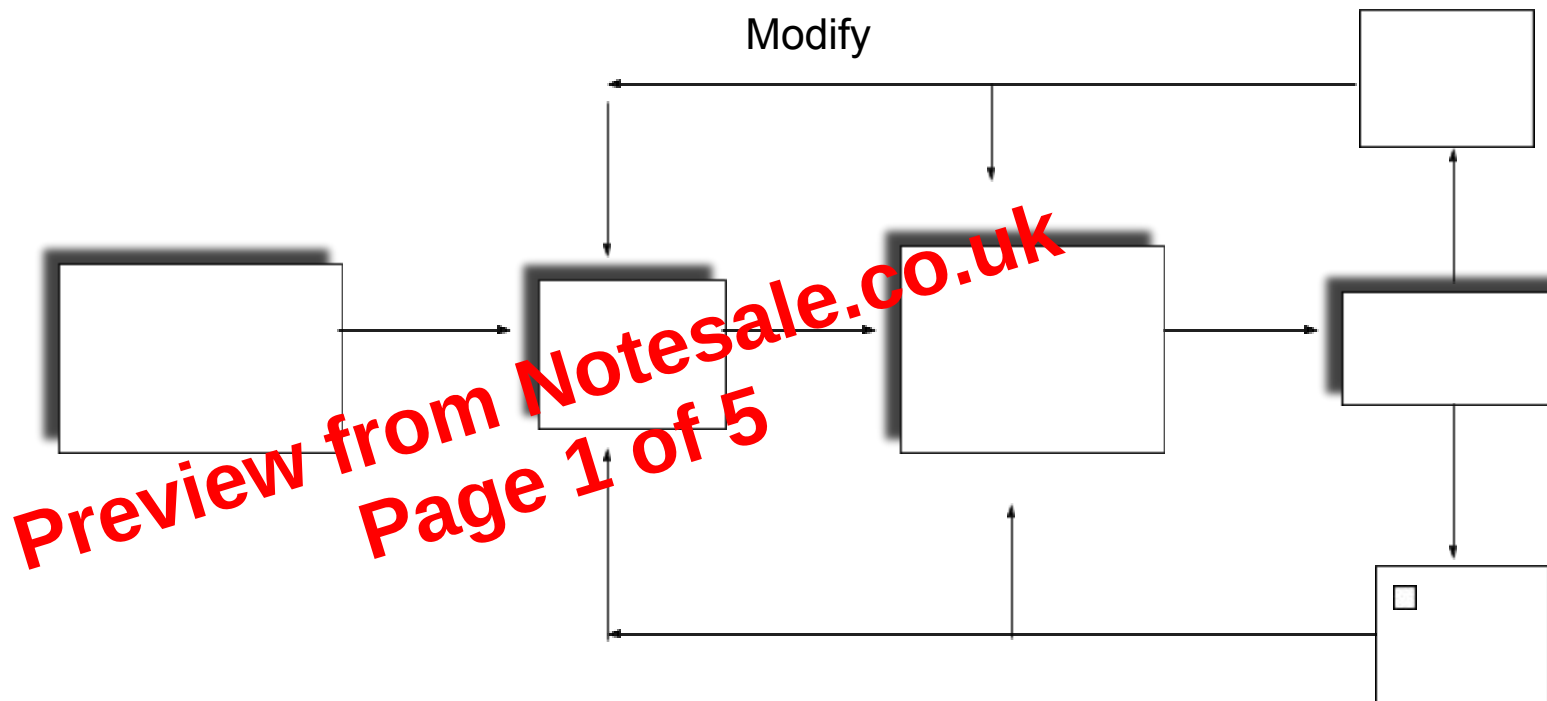


INTRO TO PSYCHOLOGY PSY 100 - STUDY MATERIAL & NOTES, APRIL 2020

1. Know the six approaches to Psychology and the focus of each
 - a. Psychoanalytic (Freud) – unconscious mind that effects our behavior, childhood & sex on personality development
 - b. Behavioral (Watson, Skinner) – concentrates on what the subject does rather than feels
 - c. Gestalt (Kohler, Wertheimer) – whole experience is the sum of the parts, need all of consciousness to understand
 - d. Humanistic (Maslow, Rogers) – all humans are motivated to reach full potential
 - e. Cognitive – study cognition instead of behavior
 - f. Biological/Medical/Physiological – interdisciplinary work
2. Understand the basic scientific approach as outlined in class, and the important differences between a true experiment and the correlational approach.



Support

True Experiment	Correlational Method
1) Randomly Divide Subjects	1) Measure Two Variables
2) Manipulate the Independent Variable	2) Calculate the Relationship
3) Measure the Dependent Variable	
Example: Mean Coffee gp = 75 bpm Mean no Coffee gp = 65 bpm	Example: Pearson's correlation = +.90
May infer that coffee CAUSED an increase in Heart Rate	Support for hypothesis but cannot infer Causality