**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Psychology 101 Reading Guide**

Answer on a separate sheet of paper in black or blue ink.

**Note the page number** on which you found your answer on the

line next to each question.

**Section 2.2**

\_\_\_\_\_ 1. What are the two keys to scientific measurement?

\_\_\_\_\_ 2. What are the three properties held by all good measures?

\_\_\_\_\_ 3. What is a demand characteristic? Give an example as part of your explanation.

\_\_\_\_\_ 4. Name three way psychologists can avoid the issue of demand characteristics.

\_\_\_\_\_ 5. What is naturalistic observation? Use your own words.

\_\_\_\_\_ 6. Explain a blind and a double-blind situation.

\_\_\_\_\_ 7. What is observer bias?

**Section 2.3**

\_\_\_\_\_ 1. What is the ultimate goal of scientific research?

\_\_\_\_\_ 2. Explain correlation. Include the meaning of positive and negative correlation.

\_\_\_\_\_ 3. Explain what is illustrated in the following figure, noting that X and Y are correlated:

 Y

 X

 Z

\_\_\_\_\_ 4. Why would psychologists want to perform experiments as opposed to observational studies?

\_\_\_\_\_ 5. What are the three critical steps of an experiment?

\_\_\_\_\_ 6. We decide to run an experiment in psych class to determine if an increase in study time leads to improved test scores. We ask students to choose whether they want to be in the control group or experimental group. What is wrong with our design and how can we improve it?

\_\_\_\_\_ 7. What is the magic formula for determining whether results are statistically significant?

\_\_\_\_\_ 8. Explain internal and external validity.

\_\_\_\_\_ 9. Explain the meaning of 0 < n < N when considering experiment participants.

\_\_\_\_\_ 10. Explain three reasons why failure to use a random sample is acceptable.

**Section 2.4**

\_\_\_\_\_ 1. Explain the principles outlined in the Belmont Report.

\_\_\_\_\_ 2. Explain three of the rules that govern research out of the list in this section.

\_\_\_\_\_ 3. How are animals protected?

\_\_\_\_\_ 4. What are the three things researchers are expected to do when they report their research findings?