

The Barnum Effect

- It is the tendency for people to accept very general or vague characterizations of themselves and take them to be accurate.



The Barnum Effect

Personality
Assessment:
The Barnum Effect

The Barnum Effect

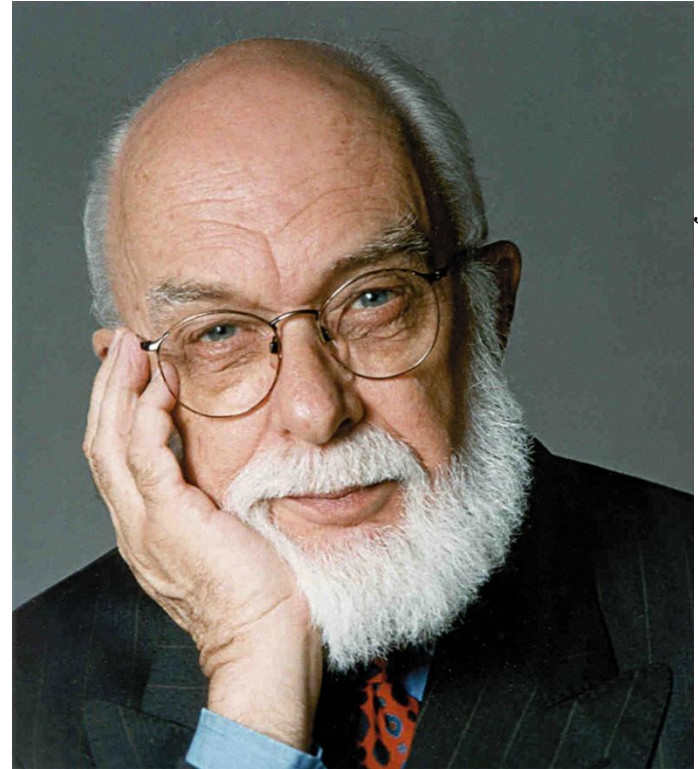
Examples:

- You have a great need for other people to like and admire you.
- You have a great deal of unused capacity, which you have not turned to your advantage.
- Disciplined and self-controlled outside, you tend to be worrisome and insecure inside.
- You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations.
- You pride yourself as an independent thinker and do not accept others statements without satisfactory proof.
- You have a tendency to be critical of yourself.



Critical Thinking

- Critical thinking does not accept arguments and conclusions blindly.
- It examines assumptions, discerns hidden values, evaluates evidence and assesses conclusions.
- As scientists, psychologists aim to approach the world of behavior with a curious skepticism.
- They persistently ask: What do you mean? and How do you know?



Courtesy of the James Randi Education Foundation

[The Amazing Randi](#)

Students will demonstrate knowledge of an experiment by identifying different types of variables.

Research Methods



It is actually way more exciting
than it sounds!!!!

Why do we have to learn this stuff?

Psychology is first and foremost a science.

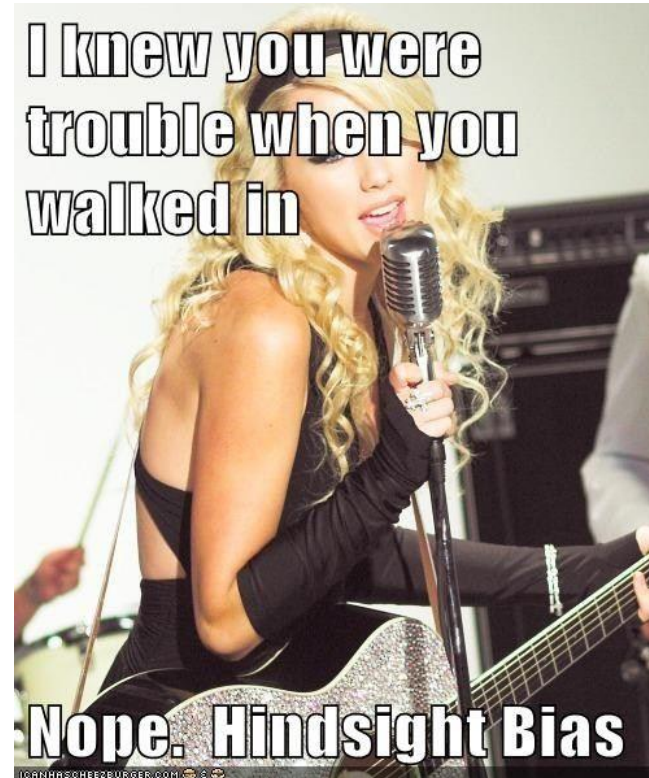


Thus it is based in research.

Hindsight Bias

- The tendency to believe, after learning the outcome, that you knew it all along.
1. The divorcing couple that always argued - "I knew they wouldn't last".
 2. The person who places a lucky bet on a horse, and proudly proclaims "I knew my horse was going to win. It is just a skill I have."

Monday Morning
Quarterbacking!!!



Applied V. Basic Research

- Applied Research is designed to solve practical problems
- YOU CAN USE IT!!!
- Basic Research explores questions that you may be curious about, but not intended to be immediately used.



Studying how kissing changes when you get older is interesting...but that's about it.

Research on therapies for drug addicts has a clear purpose.

Terminology



Research Design begins with a Hypothesis



- **Hypothesis: A testable prediction, often implied by a theory.**
- Expresses a relationship between two *variables*.
- A variable is anything that can vary among participants in a study.
- Example: *Participating in class will affect grades a student receives.*
- Question: What are the two variables in the hypothesis above?

Hypothesis



- **Non-directional hypothesis**
(previous example)
- **Directional hypothesis**
(Participating in class will lead to higher grades than not participating in class.)
- **Null hypothesis**
(Participating in class will have no affect on grades.)

Experimental Method

- Looking to prove causal relationships.
- Cause = Effect
- Laboratory v. Field Experiments



Smoking causes health issues.

