Name _____ Date _____ Class _____

Guided Reading Activity **2-1**

What Is Research?

For use with textbook pages 35–41

Directions: Recalling the Facts Use the information in your textbook to answer the questions.

1. What pre-research decisions do psychologists make? _____

2. What is a research sample? _____

3. What are two ways to avoid a nonrepresentative sample? _____

4. Why do psychologists use naturalistic observations? _____

5. What kind of study uses diaries, tests, and interviews to intensively study a person or group? _____

6. What types of data are most easily gathered through surveys? _____

7. What is the difference between longitudinal studies and cross-sectional studies? _____

8. What is the difference between a positive and a negative correlation? _____

9. How does a psychologist use an independent variable in an experiment? _____

10. What types of ethical principles govern psychological research? _____

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Guided Reading Activity **2-2**

Problems and Solutions in Research

For use with textbook pages 42–45

Directions: Outlining Locate the heading in your textbook. Then use the information under the heading to help you write each answer.

I. Problems and Solutions in Research

A. Introduction

1. The woman who believed Friday the 13th was a hex, expected to die on the 13th and acted upon that expectation. What explains her behavior? _____
2. In everyday life, how do we convey our expectations to others? _____

_____

B. Avoiding a Self-Fulfilling Prophecy

1. What are the two types of techniques that can be used to avoid influencing the participants in an experiment?_____

_____

2. To study the effectiveness of a drug, one group of participants receives the drug. What does the other group receive? _____
3. What does a double-blind experiment eliminate? _____

_____

C. Psychological Experiments

1. Why was Stanley Milgram's experiment a single-blind experiment? _____

_____

2. What criticisms were raised about Milgram's experiment? _____

_____

3. What do researchers call changes in a patient's physical condition due to the patient's knowledge or perception about a treatment? _____
4. Why did large numbers of the experimental group report benefits from new drugs when they had actually received a placebo? _____

_____

_____

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Guided Reading Activity **2-3**

Statistical Evaluation

For use with textbook pages 47–54

Directions: Filling in the Blanks Use your textbook to fill in the blanks using the words in the box.

bimodal	**hypotheses**	**normal**
descriptive	**inferential statistics**	**polygon**
frequency	**mean**	**significant**
generalizations	**median**	**standard deviation**
histogram	**mode**	**statistics**

Descriptive Statistics

Psychologists use **1** _____ to validate **2** _____. **3** _____ statistics are used to arrange data in a logical format. A **4** _____ distribution is a way of organizing data that allows the researcher to see how often a particular score occurs.

A **5** _____ is a type of bar graph in which the width of the bars represents the intervals and the areas of the bar are proportionate to the frequencies. A type of line graph that displays frequency information is known as a frequency **6** _____. If the sample size is large enough, many variables create a **7** _____ curve that is symmetrical.

The **8** _____ identifies the most frequent score. If two scores occur with the same frequency, the distribution of data is said to be **9** _____.

The **10** _____ is the midpoint of a set of values. The most commonly used measure of central tendency is the **11** _____. The measure of variance that uses all data points in the calculation is the **12** _____ _____.

Inferential Statistics

Psychologists use inferential statistics to make **13** _____ about the population that was sampled. **14** _____ _____ help researchers determine if the hypothesis is supported by the data. When researchers state that they have a high level of confidence in the results, the statistical tests have indicated that the data is statistically **15** _____.

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