Terminology

- Theory: a set of principles or beliefs that explain and predict the observed events
- Hypothesis: A testable statement that describes the relationship that may exist between events
- Psychological Construct: qualities or processes that cannot be seen or directly observed
  - like threaten, anxiety
- Operational Definition: specific procedure or operation that is used to measure or manipulate a variable in a research study
  - verbal/nonverbal behavior, overt action, physiological response

Correlation

- study of naturally occurring relationships among variables
- allows prediction; does NOT infer causation
  - A $\rightarrow$ B
  - B $\rightarrow$ A
  - C be the third variable explains why A and B happen/ count the relationship between A and B
- Correlation ranges from -1 to 1
  - positive: 0 to 1
  - negative: -1 to 0
- Similarity and Liking
  - liking and similarity COVARY

Lecture

- Experiments:
  - overcome the shortcomings of correlational designs through:

        * manipulation of the independent variable(IV)
        * random assignment

- manipulate
    - variable we change/ manipulate calls IV → researchers take control of the IV
    - variable changes based on IV calls DV(dependent variable)
- Random Assignment
    - overcomes the third variable problem, by distributing ALL other variables equally among experimental groups (打散人员)
    - makes group equivalent
        * rules out the possibility that agreeableness causes both perceived similarity and liking
- Comparison Groups
    - the specific control group used can answer different question
- Tradeoff
    - Internal validity
        * extent to which research yields clear causal information
        * higher in experimental research
    - External validity
        * extent to which results generalize beyond current sample, setting, etc
        * higher in correlational research
- Choosing a Method
    - drawback of an experiment
        * not possible to randomly assign
        * ethical considerations (smoking, risky sexual behavior, violence exposure)
- Ethical consideration: participants(ps)

  - informed consent from ps
  - be truthful
  - protect ps from harm/discomfort
  - treat ps information confidentially
  - debrief ps (video studies)
- Ethical consideration: study design
  - random sample of ps
  - sample representative
  - minimize social desirability (do not want to show their bad behaivour, say smoking)
  - worded properly(question lead to one direction)

Reading

- **Obvious ways in which value enter social psychology**
  - Values differ not only across time but also across cultures
  - Europe has given us a major theory of "social identity," whereas North American social psychologists have focused more on individuals how one person thinks about others, is influenced by them, and relates to them
  - Values also influence the types of people attracted to various disciplines
- **Not so-obvious ways in which value enter social psychology**
  - interpret science using mental category
  - social representations: share a common viewpoint or come from the same culture, their assumptions may go unchallenged. What we take for granted—the shared beliefs
  - are our most important but often most unexamined convictions
  - Hidden values
    * Forming concepts: Hidden values even seep into psychology ' s research-based concepts

        - taking personality tests → high self-esteem/ low prejudice
    - Labelling: Value judgments are often hidden within our social-psychological language
        - using ”we”, ”they”
    - Naturalistic fallacy: seductive error for those who work in the social sciences is sliding from a description of what is into a prescription of what ought to be.
        - no definition of right: people always do something does not indicate that is right and vice versa

- **Social psychology merely common sense**
    - two criticisms:
        - it is trivial because it documents the obvious
        - it is dangerous because its findings could be used to manipulate people
    - common sense usually is right after the fact
    - hindsight bias: I-knew-it (后见之名)

- Research method:
    - gravity is a theory; key drops is a fact
    - Facts are agreed-upon statements that we observe
    - Theories are ideas that summarize and explain facts.
    - they also imply testable predictions, called hypotheses
        - allow us to test the theory on which they are based
        - predictions give direction to research
        - the predictive feature of good theories can also make them practical
    - operationalization: translate variables that are described at the theoretical level into the specific variables that we are going to observe.
        - how science puts its theories to test
    - good properties of a theory

        * It effectively summarizes many observations.
        * It makes clear predictions
            · Confirm or modify the theory
            · Generate new exploration
            · Suggest practical applications
    - theories are getting replaced by newer, better ones

- Methods:
    - field research (everyday situations)
    - correlational research (asking whether two or more factors are naturally associated)
    - experimental research (manipulating some factor to see its effect on another)
    - longitudinal research: correlational research is extended over time
        * Longitudinal research can begin to sort out cause and effect because we know that somethings happen before others.
    - Time-lagged correlations reveal the sequence of events

- survey research
    - by surveying representative samples of people.
    - random sample —one in which every person in the population being studied has an equal chance of inclusion
    - four majority biasing influences:
        * unrepresentative samples
            · How closely the sample represents the population under study matters greatly
        * the order of the questions
        * Response bias and social desirability
            · Sometimes people don' t want to admit their true actions and beliefs either to the experimenter or sometimes even to themselves.

            - prejudice often show very low levels of reported prejudice by the respondents.
            - social desirability: tendency for people to say what they want others to hear or what they want to believe about themselves
        * Wording of the questions
            - Knowledge of the issues, however, can sometimes interact with the wording of the question to influence responses

- observational research methods
    - where individuals are observed in natural settings, often without awareness, in order to provide the opportunity for objective analysis of behaviour
    - use sophisticated statistical analysis techniques to make inferences about cause and effect where a true experiment is not possible.
- Random assignment helps us infer cause and effect
- Random sampling helps us generalize to a population.
- Ethics of experiment
    - mundane realism: laboratory behaviour need not be literally the same as everyday behaviour
    - experimental realism: it should absorb and involve the participants
        * sometimes requires deceiving people with a plausible cover story
    - demand characteristics: cues that seem to "demand" certain behaviour
        * experimenters typically standardize their instructions or even use a computer to present them.