

# FAQs About Psychology



- Understand the limitations of laboratory research in predicting the behavior of individuals.
- Explain what is meant by the term WEIRD as it pertains to psychological studies.
- Understand the importance of culture and gender in psychological research.
- Describe the set of standard procedures used to protect human participants during experiments.

# Learning Goals

# Can The Lab Tell Us About Everyday Life?

- It is important to understand that psychological experimenters intend the lab environment to be a simplified version of the real world.



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- It is important to understand that psychological experimenters intend the lab environment to be a simplified version of the real world.
- Psychologists are interested more in testing general principles of behavior rather than specific behaviors.
- Psychological principles might do well at predicting the behaviour of groups of individuals, but they are not so good at predicting the behaviour of an individual.

Psychology FAQs



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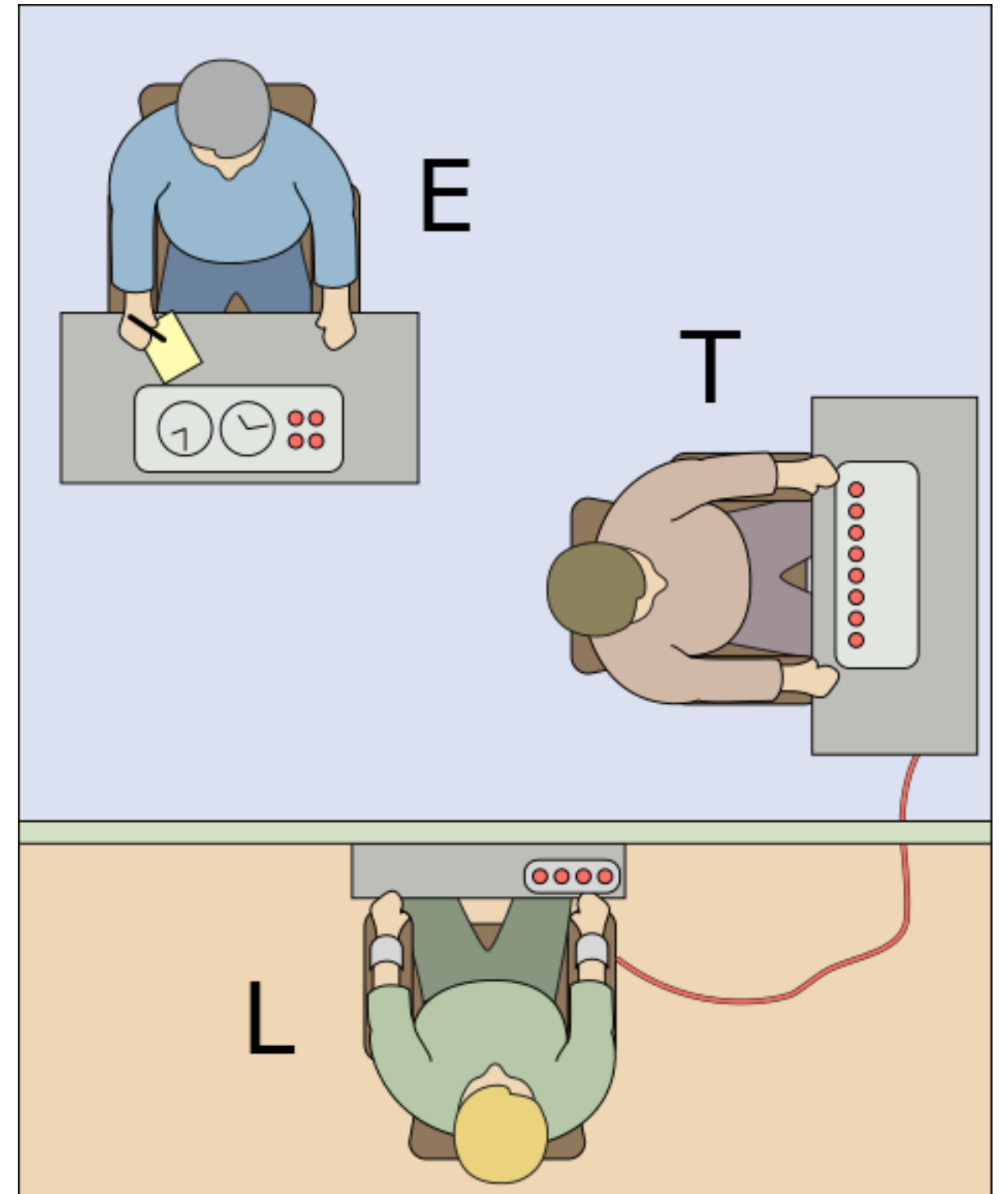
# What About Culture and Gender?

- Many psychological studies are done with the WEIRD (Western, Educated, Industrialized, Rich, and Democratic).
- Culture matters for psychological studies!
- Gender matters for psychological studies!
- But even when behavior varies by gender or by culture, there are often at least some commonalities in the underlying processes.

Psychology FAQs

# Ethics of Human Research

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# Ethics of Human Research

- Some psychological experiments involve deception or other manipulations that might be deemed harmful to participants.
- Ethical guidelines typically urge researchers to:
  1. Obtain informed consent from participants.
  2. Protect participants from harm.
  3. Preserve confidentiality of participant data.
  4. Debrief participants once an experiment is complete.

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