

MOODLE@LNMIIT

application of this type of schedule in organization can be **regular checks by the boss to increase efficiency of his employees**. Boss can conduct regular checks on his employees and reward them if they have fulfilled certain goals. This not only increases productivity of the employees but also the profit of the organization.

Comment:

Question **2**

Complete

Mark 5.00 out of 5.00

Flag question

Analyze the difference between good science and bad science? Considering today's world of advertisement, how do different advertisements influence human psychology from the perspective of good science and bad science? Explain with example/s. (3+2)

Ans) -----

Technical background :

Psychology is also a science which is used to study the behavior of human beings and the mental processes that affect those behavior. Some of the characteristics of science which can be applicable to psychology are as follows :

- (1) Facts of psychology are **verifiable** and they are proven by the scientific methods and research.
- (2) Psychology laws are **universal** just like the facts of science.
- (3) Psychology helps us to **predict** the behavior of an individual on the basis of his previous reactions to situations. This is in accordance to the predictability characteristic of science.
- (4) Once we get to know the psychology of an individual , we can predict and **control** the behavior of an individual through various methods of reinforcement and punishment.
- (5) Like science, there are various **ethical issues** in studies of psychology as well . Examples of these could be **Sophia the Robot** - her citizenship of Arabia led the women of that country rebel against the privileges a robot can get while the women cannot. More examples could be **Miligram's Obedience experiment** and **Stanford Prison experiment**. These experiments disturbed the mental health of the participants.
- (6) Just like science, laws of psychology can be **explained and described**. Laws of psychology are just like open books - anyone can understand them if they pay adequate amount of time to understanding.

MOODLE@LNMIIT

Complete
Mark 5.00 out of 5.00
Flag question

advertisements influence human psychology from the perspective of good science and bad science? Explain with example/s. (3+2)

Ans) -----

Technical background :

Psychology is also a science which is used to study the behavior of human beings and the mental processes that affect those behavior. Some of the characteristics of science which can be applicable to psychology are as follows :

- (1) Facts of psychology are **verifiable** and they are proven by the scientific methods and research.
- (2) Psychology laws are **universal** just like the facts of science.
- (3) Psychology helps us to **predict** the behavior of an individual on the basis of his previous reactions to situations. This is in accordance to the predictability characteristic of science.
- (4) Once we get to know the psychology of an individual , we can predict and **control** the behavior of an individual through various methods of reinforcement and punishment.
- (5) Like science, there are various **ethical issues** in studies of psychology as well . Examples of these could be **Sophia the Robot** - her citizenship of Arabia led the women of that country rebel against the privileges a robot can get while the women cannot. More examples could be **Miligram's Obedience experiment** and **Stanford Prison experiment**. These experiments disturbed the mental health of the participants.
- (6) Just like science, laws of psychology can be **explained and described**. Laws of psychology are just like open books - anyone can understand them if they pay adequate amount of time to understanding.

Real Life Example - Bad science being projected by the advertisements :

Advertisements in today's world follow the methodologies of bad science just to **make profits** or **popularize** their products. Some examples could be taken from the **ted talk of Good Science vs. Bad science**. In that ted talk , he talked that advertisement say that "olive oil reduces wrinkles" , which is just a false statement since those who take olive oil are generally well settled in life than the others , that is they do not have to work outdoors and are stress free. So it is not the effect of olive oil that reduces the wrinkles. Another example he cited was **Presence of contradictory material** - like coffee was placed in both categories - Things that prevent cancer vs. Things that cause cancer. More examples that he cited were - **effect of fish pills on the academic performance of the children** and **effect of drugs (with most of their initial trials being hidden from people) on certain diseases**.

MOODLE@LNMIIT

(4) Once we get to know the psychology of an individual, we can predict and **control** the behavior of an individual through various methods of reinforcement and punishment.

(5) Like science, there are various **ethical issues** in studies of psychology as well. Examples of these could be **Sophia the Robot** - her citizenship of Arabia led the women of that country rebel against the privileges a robot can get while the women cannot. More examples could be **Miligram's Obedience experiment** and **Stanford Prison experiment**. These experiments disturbed the mental health of the participants.

(6) Just like science, laws of psychology can be **explained and described**. Laws of psychology are just like open books - anyone can understand them if they pay adequate amount of time to understanding.

Real Life Example - Bad science being projected by the advertisements :

Advertisements in today's world follow the methodologies of bad science just to **make profits** or **popularize** their products. Some examples could be taken from the **ted talk of Good Science vs. Bad science**. In that ted talk, he talked that advertisement say that "olive oil reduces wrinkles", which is just a false statement since those who take olive oil are generally well settled in life than the others, that is they do not have to work outdoors and are stress free. So it is not the effect of olive oil that reduces the wrinkles. Another example he cited was **Presence of contradictory material** - like coffee was placed in both categories - Things that prevent cancer vs. Things that cause cancer. More examples that he cited were - **effect of fish pills on the academic performance of the children** and **effect of drugs (with most of their initial trials being hidden from people) on certain diseases**.

More examples could be the **portray of maggi being beneficial than chapati in terms of multigrain**, this advertisement can affect the psychology of a small child into believing that maggi is good to eat.

Through these things, advertisements affect the human psychology into believing in false products. They often hide true facts from the public and use **Classical conditioning concept** - like portrayal of glamorous girl in advertisement of car to make us buy their products. They also use the power of authority (Fake PhD. Doctor promoting the use of certain medicines) and use a lot of jargons like "scientifically proven" or "guaranteed results".

Comment:

Question 3

Critically analyze the process through which we develop schemas about the world? Does schemas influence the development of