

# Week 1 lecture notes - PSYC 3435

Jan 16-20, 2017

## Ways of knowing

Exercise:

- Write down two things that you know
- How do you know these things?

"Ways of knowing" versus "Types of knowledge"

Ways/Types	Objective	Subjective
Analysis	Observation	Deduction
Acceptance	Authority	Intuition

## Definitions:

- Intuition: relying on common sense as a means of knowing about the world
- Deduction: using logical reasoning and current knowledge as a means of knowing about the world
- Authority: relying on a knowledgeable person/group as a means of knowing about the world
- Observation: relying on what one observes as a means of knowing about the world

## Why do research?

- foundational to field of psychology – it is how we know what we know
- basic human desire – we like to know how things work
- pragmatism – helping professions need to understand human behavior in order to design treatments/therapies

## How do we do research?

- research = systematic observation
- four canons (laws) of the scientific method
  1. empiricism - knowledge comes from experience/observation
  2. determinism - phenomena have identifiable causes
  3. parsimony - given two possible explanations for a behavior, the simplest is the "correct" one
    - important because simple explanations are easier to falsify
  4. testability - explanations for behavior can be tested (and falsified)

## Types of research:

- basic research
  - goal = developing consistent, mechanistic explanations for human behavior
- applied research
  - goal = applying results beyond the lab