

Chapter 2: The Research Enterprise in Psychology

1. Describe the process of theory construction. Be sure to include definitions for all the component parts and how they relate to each other.
2. Explain the nature and purpose of the control group and the experimental group in an experiment.
3. Explain the purpose of randomly assigning subjects to experimental or control groups.
4. Identify three advantages and two disadvantages of the experimental method.
5. Explain what it means when results are “statistically significant.”
6. Describe the technique of naturalistic observation including both the advantages and limitations of this method.
7. Describe what a correlational study is and list three advantages and three disadvantages of this method. Explain the meaning of correlational coefficient and its relationship to causation.
8. Explain the difference between a population and a sample, and discuss how these concepts are related to inferential statistics.
9. Discuss the deleterious effects on the research process of experimenter bias, social desirability bias, sampling bias, and placebo effects.
10. Discuss the importance of ethics and value considerations in psychological research. Include a discussion of ethics in terms of both human and animal research.