

AP Psychology Study Guide

History and Approaches (2-4%)

- Psychology is derived from **physiology (biology)** and **philosophy**
- EARLY APPROACHES**
 - Structuralism** – used **INTROSPECTION** (act of looking inward to examine mental experience) to determine the underlying **STRUCTURES** of the mind
 - Functionalism** – need to analyze the **PURPOSE** of behavior
- APPROACHES KEY WORDS**
 - Psychoanalytic/dynamic** – unconscious, childhood
 - Behavioral** – learned, reinforced
 - Humanistic** – free will, choice, ideal, actualization
 - Cognitive** – Perceptions, thoughts
 - Evolutionary** – Genes
 - Biological** – Brain, NTs
 - Sociocultural** – society
 - Biopsychosocial** – combo of above
- PEOPLE:**
 - Mary Keller**: First Fem. Pres. of APA
 - Charles Darwin**: Natural selection & evolution
 - Davidson DDC**: Reformed mental institutions in U.S.
 - Stanley Hall**: 1st pres. of APA | 1st journal
 - William James**: Father of American Psychology – functionalist
 - William Wundt**: Father of Modern Psychology – structuralist
 - Margaret Floy Washburn** – 1st fem. PhD
 - Christine Ladd Franklin** – 1st fem.
- RANDOM TERMS**
 - Basic research** – purpose is to increase knowledge (rats)
 - Applied research** – purpose is to help people
 - Psychologist** – research or counseling – MS or PhD
 - Psychiatrist** – prescribe medications and diagnose – M.D.

- Independent Variable**: manipulated by the researcher
 - Experimental Group**: received the treatment (part of the IV)
 - Control Group**: placebo, baseline (part of the IV)
 - Placebo Effect**: show behaviors associated with the exp. group when having received placebo
 - Double-Blind**: Exp. where neither the participant or the experimenter are aware of which condition people are assigned to (drug studies)
 - Single-Blind**: only participant blind – used if experimenter can't be blind (gender, age, etc)
- Dependent Variable**: measured variable (is **DEPENDENT** on the independent variable)



Often confused

- Validity**: accurate results
 - Reliability**: same results every time
 - NATURALISTIC OBSERVATION**: Adv: real world validity (observe people in their own setting) Disadv: No cause and effect
 - CORRELATION**: Adv: identify relationship between two variables Disadv: No cause and effect
- CORRELATION DOES NOT EQUAL CAUSATION**

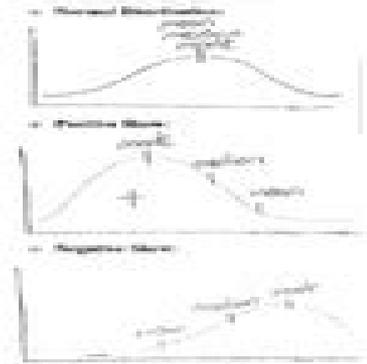
- Positive Correlation** – variables increase & decrease together
- Negative Correlation** – as one variable increases the other decreases



- The stronger the r the stronger the relationship REGARDLESS of the positive sign.**
 - 3rd variable problem (lurking variable)** – diff. variable is responsible for relationship (broad implants & suicide)

- Illusory correlation** – belief of correlation that doesn't exist (old man predicts rain from arthritis)
- CASE STUDY**: Adv: Studies ONE person (usually) in great detail – lots of info Disadv: No cause and effect

- DESCRIPTION STATISTICS**: shape of the data
 - Measures of Central Tendency**
 - Mean**: Average (use in normal distribution)
 - Median**: Middle # (use in skewed distribution)
 - Mode**: occurs most often



- INFERENCE STATISTICS**: establishes significance (meaningfulness)
- STATISTICAL SIGNIFICANCE** – results not due to chance
- ETHICAL GUIDELINES (APA)**
 - Confidentiality**: names kept secret
 - Informed Consent**: must agree to be part of study
 - Debriefing**: must be told the true purpose of the study (done after for deception)
 - Deception** must be warranted
 - No harm** – mental/physical

Research Methods (8-10%)

- EXPERIMENT**: Adv: researcher controls variables to establish **cause and effect** Disadv: difficult to generalize



Biological Basis (8-10%)



- NEURON**: Basic cell of the NS
 - Dendrites**: Receive incoming signal
 - Soma**: Cell body (includes nucleus)
 - Axon**: AP travels down this
 - Myelin Sheath**: speeds up signal down axon, protects axon

Myers Ap Psychology Study Guide Ch 18

Richard O. Straub, David G. Myers



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