

Name _____

Class: _____



Understanding Research with Dr. Phil Zimbardo

1. The scientific method is defined as a set of _____ for gathering and interpreting data.
 - a. theories
 - b. truths
 - c. procedures
 - d. statistical methods

 2. Psychologist Christina Maslach studies job burnout, what causes it, and what can be done to prevent it. Her laboratory setting is:
 - a. in the university, institutional setting
 - b. in the workplace
- A color portrait of Christina Maslach, a woman with short brown hair, wearing a dark top, looking directly at the camera.

Christina Maslach
3. Experiments in laboratories allow for carefully controlling variables. A prediction of how two or more variables are likely to be related is called a:
 - a. theory
 - b. conclusion
 - c. hypothesis
 - d. correlation

 4. Subjects are selected randomly. The _____ group receives the treatment; the _____ group does not receive the treatment. The results can then be compared.

 5. Thinking uncritically can lead to:
 - a. following cult leaders
 - b. feeling the world is confusing/a life being controlled by fate
 - c. following psychics and mystical forces
 - d. all of these

 6. At Johns Hopkins Univ., Researcher Jerome Frank says what about how people can be important in participating in their healing?
 - a. people need a sense of mastery/feeling in control
 - b. laughter makes us feel good blocking panic
 - c. psychotherapy has much in common with faith healing
 - d. a healing saying is an important feature of a cure
- A black and white portrait of Jerome Frank, an older man with white hair, wearing a suit and tie, looking slightly to the left.
7. Why does the placebo effect work? A substance with no direct effect.
 - a. because researchers believe it will
 - b. because subjects believe they are receiving a treatment
 - c. because human beings prefer feeling they are in control
 - d. because it is part of the scientific method

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8. What is the purpose of the double-blind method?
- to test more than one variable at a time
 - to repeat the results of previously published work (over)
 - to define a hypothesis clearly before it is tested
 - to eliminate the bias of the researcher or experimenter
9. Dr. Daryl Bem performs a card trick. His point is:
- You have to eliminate chance as a factor in experimental results
 - to exclude alternative possibilities using procedural controls
 - you must state your hypothesis in advance
 - all of these are correct



An experiment allows you to control all the factors that could affect the results except the one that you manipulate.

Correlational Research

10. A report on children's television watching found that children who watch more TV had lower grade (see the table shown on the screen). What cause and effect conclusion are we justified in making on the basis of this study?
- TV watching causes low grades
 - Poor school performance causes children to watch more TV
 - Cause-effect conclusions can never be based on one study
 - Cause-effect conclusions cannot be based on correlation

Sample Size

11. What was the major weakness of the Hite report on women's attitudes toward sex and marriage?
- the sample was not randomly chosen nor representative
 - hypotheses were not clearly stated beforehand
 - experimenter bias arose because the double-blind procedure was not used
 - no control group was used

Leonard Saxe discusses the polygraph machine, which he calls a prop or theatrical device. It measures your breathing, sweating and heart rate. He says it can be defeated.



12. If you had been one of the subjects in the lie detector experiment, what information would have helped you earn some money?
- if you know the results depend on the skill of the person administering the lie detector test
 - if you thought lie detectors only measure arousal level, not lying
 - the polygraph is used to make millions of decisions each year
 - the placebo effect works with lie detectors
13. In conclusion, which of the following is false?
- you must use the scientific method in collecting data
 - seeing is believing; if you can observe it, it must be true
 - remember: correlation doesn't equal causation
 - make sure you find out how many subjects are in the study and how they were selected