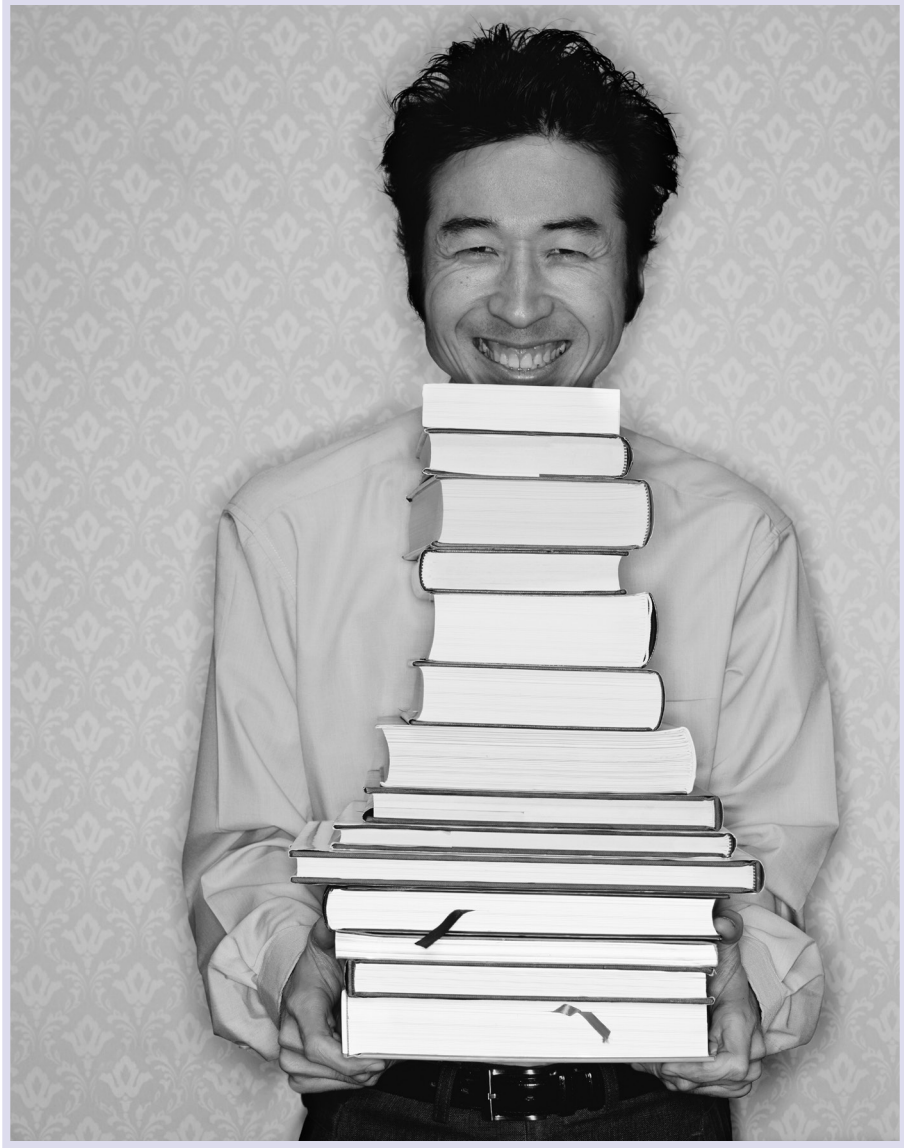


Peter Dazeley/Photographer's Choice/Getty Images

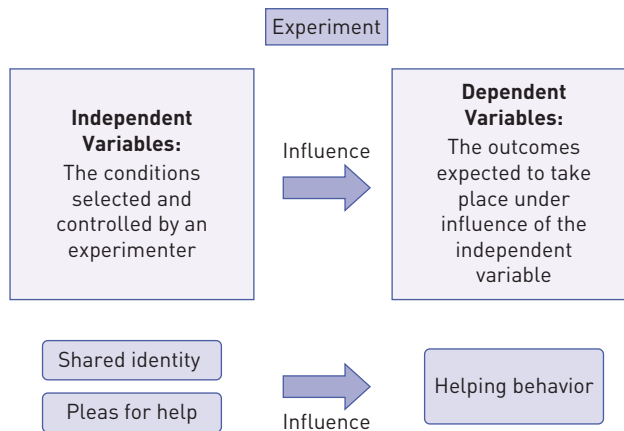


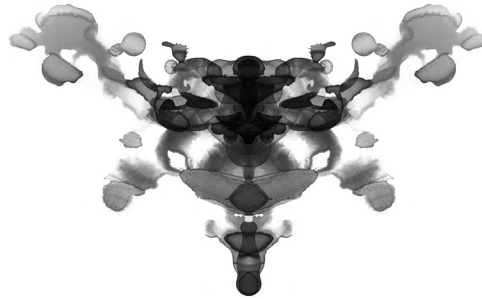


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Photo 3.1 More than 500 years ago, Gerolamo Cardano, a respected Italian mathematician, wrote a very detailed autobiography. How does such a biography differ from any individual's Facebook profile today? What kind of information could you gather studying someone's Facebook page?

FIGURE 3.1 ● A Visual Review of Dependent and Independent Variables in Experimental Research

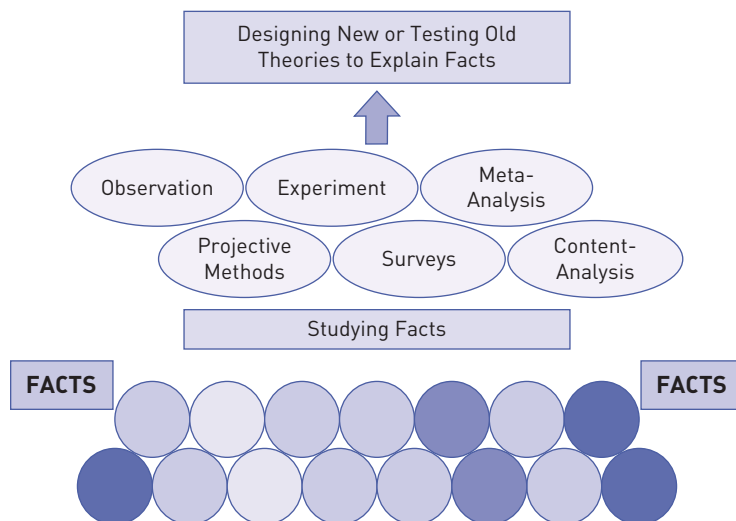




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Photo 3.2 This is an example from an inkblot test. An inkblot is a stain of ink that has no particular geometrical pattern or meaning. The person is asked to generate associations or tell what he or she sees in these pictures.

FIGURE 3.2 ● Research Methods in Studying Personality



CHECK AND APPLY YOUR KNOWLEDGE

1. Describe the differences between nomothetic and idiographic approaches (strategies).
2. What are observer ratings?
3. Give an example of self-serving bias.
4. What is the difference between dependent and independent variables in an experiment?
5. What are projective methods in psychology?
6. You have only 1 minute to draw an image of yourself—the one that would represent your personality in the best way (use a piece of paper or a tablet's screen). Imagine, this image will be preserved for the future generations to remind them about you. Use no words. What would you draw or assemble on paper (or on a screen)? When the image is ready, write down specific personality features you wanted to reflect in it. Ask other people to tell their interpretations of the image. What are most obvious weaknesses of this projective technique?



Photo 3.3 How often do you use Wikipedia to get facts? What is an essential weakness of Wikipedia as a source of scientific knowledge?

TABLE 3.1 ● Types of Measurement Scales

Type of Scale	Descriptions	Examples
Nominal	The differences between items are based only on their names.	What is your major? Psychology— Business— Government— Communications— Other
Ordinal	Each item on the scale allows for a certain rank order.	What do you value the most in other people? Rank these five features: honesty, physical strength, intellect, sense of humor, kindness.
Interval	Items on the scale allow for relatively equal intervals between them.	Which year of your college life was the happiest? First Second Third Fourth
Ratio	This scale possesses an identifiable “zero” value.	How many hours did you sleep last night? 0 1 2 3 4 5 6 7 8 9 10 11 12 13 14

CHECK AND APPLY YOUR KNOWLEDGE

1. Name the four goals of research.
2. Explain construct validity.
3. Explain one or two “reliability inspection” procedures.
4. Name and explain the four measurement scales.
5. Give examples of a positive and a negative correlation.
6. Research has shown, time and again, that estimates derived from large samples are more reliable than those derived from small samples. Nevertheless, when forming judgments, we typically do not take this principle into account. As a consequence, despite the fact that data collected from small samples cannot be counted on as trustworthy predictors of a population’s characteristics, we often are prone to commit the error of overgeneralizing from too small a sample. Let us illustrate. What do you think: Does “7 out of 10” look like better odds than “60 out of 100”?

Answer: Yes, it looks as if the first one is better. However, the more reliable indicator is “60 out of 100” because it is drawn from a larger—that is, more reliable—sample.



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Photo 3.4 Imagine a person says to you that she has the personality of a mermaid. Would you find this intriguing? Maybe. Yet this statement (hypothesis) is unscientific because it is not falsifiable. Explain why.

SELF-REFLECTION

Are you a happy person? On a scale from 1 to 10, how happy are you most of the day? Studies show that, according to surveys, the happiest people live in Scandinavia and Singapore. They score the highest on the scale, around 8. Knowing this, if you met a person from Denmark or Singapore, would you expect him or her to be happy?

Although some people might be tempted to make such a generalization, we should think critically about this. Just because surveys indicate that people from Denmark and Singapore are the happiest people in the world, that doesn't mean all people from these countries are happy. This is true in other instances as well.

Questions

Try to generalize how many people around you are generally happy. A small proportion? About one half? A majority? What will be their average number be on a scale from 1 to 10? Ask people in class to define how happy they are using the same scale. Compare their actual scores with your prediction. How accurate were you?

FIGURE 3.3 ● The Evaluative Bias of Language: To Describe Is to Prescribe

The Same Phenomenon as Described From Two Different Perspectives

From Jenny's Value System

Irresponsible
Troublemaker
Cheap
Spineless
Näive
Old
Weird
Obsessed
Dependent
Paranoid
Manic
Psychotic
Bum
Sociopath
Dead

From Lee's Value System

Spontaneous
Feisty
Frugal
Cooperative
Idealistic
Mature
Interesting
Committed
Loyal
Vigilant
Enthusiastic
Creative
Vocationally disadvantaged
Morally challenged
Ontologically impaired

CHECK AND APPLY YOUR KNOWLEDGE

1. Research has established a strong and positive correlation between aggression and meteorological conditions. For example, rates of homicide and rape are generally higher in warmer than in colder climates (Anderson, 1987). Do these findings suggest that only the climate (and not other factors) affect violence? Suggest factors that could affect incidents of violence.
2. Another study found that smoking cannabis, such as marijuana, is correlated with schizophrenia: People who smoke pot are found to be more likely to have symptoms of this illness (Power et al., 2014). Does this study suggest that smoking cannabis is a contributing cause of schizophrenia? Is it also possible that the drug can set off short-term psychotic episodes—such as hallucinations and delusions—in those already suffering from the condition? Or is it possible that people who have already been diagnosed with schizophrenia are more likely to smoke pot, compared to the nonsmoking?
3. A study conducted in four countries—France, Germany, Poland, and the United States—examined more than 1,000 adolescents. The study showed that a person's religiosity is correlated with this person's family orientation, which is also correlated with life satisfaction. The correlations were stronger in cultures with a high overall religiosity (Poland and the United States) as compared to one of the two cultures that places the least importance on religion (Germany; Sabatier et al., 2011). How would you interpret these results? Which factors should affect which, in your view?

FIGURE 3.4 • Dichotomous and Continuous Variables

Which of these variables would you consider dichotomous?
Which appear to you as continuous? Explain your choices.

Feminine–Masculine: ____	Perfect–Imperfect: ____
Married–Single: ____	Young–Old: ____
Conscious–Unconscious: ____	Present–Absent: ____
Prejudiced–Unprejudiced: ____	Rich–Poor: ____
Liberal–Conservative: ____	Homosexual–Heterosexual: ____
Enemy–Ally: ____	Licensed–Unlicensed: ____
Racist–Nonracist: ____	Dead–Alive: ____
Guilty verdict–Not guilty verdict: ____	Power on–Power off: ____
Tolerance–Intolerance: ____	Subjective–Objective: ____
Politically correct–Politically incorrect: ____	

Source: Shiraev & Levy, 2013.

CHECK AND APPLY YOUR KNOWLEDGE

1. Describe continuous and dichotomous variables.
2. Explain ethnocentrism.
3. Until very recent times, more than 90% of research samples in psychology came from a small sample of countries representing only 12% of the world's population (Henrich et al., 2010). The vast majority of people who participate in psychological surveys, experiments, and other studies come from the United States, Canada, the United Kingdom, Germany, France, and Australia. Because psychology has been focusing so far on only a narrow sample of the population coming from only a few countries, what should be done, in your view, to correct this trend and, most importantly, how?

Visual Review

