

Week 10  
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## CHAPTER 1. APPROXIMATELY EQUAL SERVICE QUALITY

### KEY TERMS

#### 1. Ideological bias

- The tendency to believe that one would have known better before learning the evidence
- "I never mistaking phenomenon"

#### 2. Critical thinking

- Examines assumptions, draws logical inferences, evaluates evidence, and constructs conclusions
- Smart thinking
- Thinking that does not mindlessly accept suggestions and conclusions

#### 3. Theory

- explains through an organization of principles that suggest and justify behavior or events

#### 4. Hypothesis

- a specific prediction, often implied by a theory

#### 5. Operational definition

- a statement of the procedures used to define research variables
- allow easy for operationally defined as falling on intelligence test

#### 6. Replication

- repeating the research study (like to why operational definitions are important) usually using different participants in different situations to see whether the basic finding remains in other participants and circumstances

#### 7. Case study

- use of the entire research methods when psychologists study one individual to gain insight in the hope of revealing things true of all of us

#### 8. Survey

- commonly used to look descriptive and correlation studies
- gather on many issues in knowledge
- a technique to discover self-reported attitudes or behaviors of people
- usually used through questioning a representative random sample of people

#### 9. Self-reports bias

- the tendency to overestimate the extent to which others share our beliefs and behaviors
- 87% overestimate that there are more vegetarians than there are

#### 10. Population

- all the cases in a group, from which samples may be drawn for a study

#### 11. Random sample

- every person has an equal chance of participating
- a sample that fairly represents a population because each member has an equal chance of selection

#### 12. Naturalistic observations

- a descriptive research method that involves watching and recording the behavior of organisms in their natural environment without trying to manipulate and control the situation
- often use explicit behavior, how often to go to the gym study with survey methods