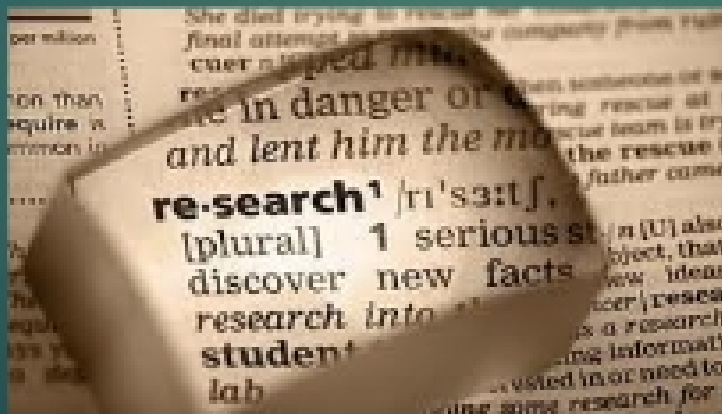


Chapter 2: Research Methods

Psychological Research

- ▶ Basic Research: examines how the mind works
- ▶ Applied Research: examines how we can use basic research to solve real-world problems
- ▶ Applications of Psychological Research



Why Research Designs?

- ▶ Research design matters.
 - ▶ Jenny Storch Story
 - ▶ Prefrontal lobotomy
 - ▶ We can all be fooled.
- ▶ The same psychological processes that serve us well in most situations also predispose us to errors in thinking.

