

\* social norms → ways of thinking, feeling, or behaving that's shared by group members + deemed appropriate.

• "Norms" include customs, traditions, standards, rules and general values of a group.

\* culture → the common set of norms, including religious, fan values, and other moral beliefs shared by people in the same geographical location.

→ culture determines many of the most important norms

\* Social norm in Western culture → individualism

\* Social norm in Eastern culture → collectivism

## Chapter 2: Psychological Science

\* Basis research → answers fundamental questions about behavior.

\* Applied research → investigates issues of daily life + provides solutions to those problems.

\* Both types complement each other, and advances in science occur more rapidly.

(1) \* empirical statements → based on systematic collection and analysis of data.

1.2 \* theory → an integrated set of principles that explains + predicts many, but not all, observed relationships.

Ex. theory of cognitive development - Jean Piaget

\* Good theories are:

① General - summarize many different outcomes

② parsimonious - provides the simplest possible outcome

③ provide ideas for future research

④ falsifiable - the variables of interest can be measured + the relationships between variables can be shown to be incorrect.

- \* meta-analysis → a statistical technique that uses the results of existing studies to integrate + draw conclusions about said studies
  - ↳ used to summarize replications of research.
  - ↳ provides a relatively objective method of reviewing research findings:
    - ① specifies inclusion criteria that indicate which studies will or will not be in the analysis.
    - ② systematically searches for all studies that meet inclusion criteria
    - ③ provides an objective measure of the strength of the observed relationships.

## Chapter 3: Brains, Bodies + Behavior

- (1.1) \* neuron → a nervous system cell that receives/transmits information.
- made up of a soma - (contains the cell's nucleus).
  - ↳ a dendrite - collects info from other cells + sends to soma
  - ↳ an axon - transmits info away from cell towards muscles and other glands; often surrounded by a myelin sheath.

\* See diagram of a neuron on pg 63.

\* The nervous system uses an electrochemical process for communication between neurons:

- an electrical charge signals a neuron to release neurotransmitters.
- neurotransmitters → chemicals that transfer info between cells spaces called synapses.

**In short:** \* Electrical charge → received by dendrites → sent to soma → passed on to axon → terminal buttons → neurotransmitters are released

\* The axon normally remains in the resting potential:

- ↳ more (-) charged ions inside the neuron than outside



\*C  
\*A

(See article  
psychi)

logy of  
notions of  
is.  
a state  
(c.); designed

1.3) \* Research hypothesis → specific + falsifiable prediction about the relationship between two or more variables.

\* Conceptual variables → abstract ideas that form the basis of research hypotheses (not numeric).

\* Measured variables → variables consisting of numbers that represent the conceptual variable.

\* Operational definition → a precise statement of how a conceptual variable is converted into a measured variable.

#### 1.4) Characteristics of an Ethical Research Project

- trust + positive relations are created between researcher + subject
- the rights of both the experimenter + subject are considered, and their relationship is mutually beneficial.
- subject is treated with concern + respect and experimenter tries to make the experience a pleasant + informative one.
- subject is fully informed about the experiment and any possibilities of physical danger / psychological stress
- subject is allowed to ask questions about the experiment + then decide if they want to participate or not.