

- Common errors in thinking about Psychology
- Rely on common sense, anecdote
 - Intuition often wrong
 - Confirmation bias-looking for evidence to agree with your thoughts
 - Belief perseverance-believing in something regardless of scientific evidence
- Forget that behavior is multiply determined
 - Just bc we know one thing is important doesn't mean nothing else is
 - Think about the situation people are in
- Forget about culture
 - Culture can determine our goals, speech, actions, etc.
 - Individualism / collectivism
 - Individualism- unique, Merica
 - Collectivism- group, Japan, anything not America or western Europe
- Science versus popular psychology
 - Common versus uncommon sense
 - Psychology as science
 - Biases that impede scientific thinking
- Scientific Thinking Principles
 - Extraordinary claims require extraordinary evidence
 - Reliability
 - Ruling out rival hypotheses
 - Occam's razor- parsimony: simpler is better
 - Falsifiable
 - o Falsifiable can be proven wrong/ could be true
 - o Falsified proven wrong
 - o False is completely wrong
 - o Undetectable aliens have infiltrated society
 - *Correlation isn't causation- just bc two things happen together doesn't mean they are connected
- Falsifiability- can you turn this into testable hypothesis?
 - MTV is destroying the American Youth
 - o Think about what "destroying" means
 - o Child neglect
 - o Poverty (cheaper to watch tv than do clean fun activities)

- I Why we need good research designs?

- A. Our intuition is flawed
 - Heuristics(mental shortcut) and biases
 - 1. Confirmation bias
 - Actively looking for confirmatory evidence
 - Being more likely to notice confirmatory evidence
 - 2. Availability heuristic
 - more likely to die in airplane crash or car crash
 - Representative heuristic
 - Over estimating because they fit our stereotype
 - Corrupt politician
 - B. Bad things happen when we don't have them
 - Power bands, commination devices, lobotomy, etc.
 - C. Good things happen when we do have them
 - Designing environment to increase good things
 - Yellow fire trucks
 - Top window brake light
 - Desegregation
- II Research strategies
- A. Research Settings
 - 1. Laboratory study