

Chapter Two

- S Data
 - Definition
 - A person's evaluation of his or her own personality (questionnaires/surveys)
 - Advantages
 - High face validity
 - Based on a large amount of info
 - Access to thoughts/feelings/intentions
 - Definitional truth
 - Causal force – self-perceptions can create own reality/self-verification
 - Simply/easy data
 - Disadvantages
 - Deception
 - Memory imperfect
 - Too simple/easy
- I Data
 - Definition
 - Judgments by knowledgeable informants about general attributes of individuals personality
 - Advantages
 - Based on large amount of information
 - Based on real observation
 - Definitional truth
 - Causal force – people become what others expect them to be
 - Disadvantages
 - Limited behavioral information
 - Lack of access to private experience
 - Error – remember certain memories
 - Bias – personal issues/prejudices
- L Data
 - Definition
 - Verifiable real-life facts that may hold psychological significance (arrests/hospital records/income)
 - Advantages
 - Objective/verifiable

- Intrinsic importance/we care
 - Psychological relevance/affected by personality
- Disadvantages
 - Multidetermination – many things can cause
- B Data
 - Definition
 - Information recorded from direct observation (natural or contrived)
 - Types
 - Natural – based on how people act in real life (diary)
 - Advantage
 - Realistic
 - Disadvantage
 - Difficult and expensive
 - Desired contexts may seldom occur
 - Laboratory
 - Types
 - Experiments
 - Personality tests
 - Psychological measures: biological “behavior”
 - Advantages
 - Range of context
 - Appearance of objectivity – judgments must still be made though
 - Disadvantages
 - Uncertain interpretation

Chapter Three

- Why psychologists emphasize research methods
 - Science often questioned, people think psychology isn't scientific → lack of hard facts
 - Need to learn to question everything, be skeptical, think analytically
- Scientific education – teaching what is known and how to find out what is not yet known (Ex: Psychologist)

- Technical training – conveying what is already known about a subject so that the knowledge can be applied (Ex: Medical Doctor)
- Quality of data
 - Three questions
 - 1) Reliability – the tendency of a measurement instrument to provide similar information of repeated occasions
 - Measurement error – the cumulative effect of extraneous influences
 - States vs. traits
 - State – in the moment
 - Trait – more consistent/average
 - Factors that undermine reliability
 - Low precision of measurement (problems recording)
 - State of participant (illness/fatigue)
 - State of experimenter (doesn't treat the same)
 - Environment (noise/different temperatures)
 - Factors that enhance reliability
 - Be careful & double-check
 - Use standardized procedure or protocol
 - Measure something that is important (topics that participants are interested in)
 - Aggregation – averaging data from multiple people
 - 2) Validity – degree to which a measurement actually reflects what one things or hopes it does
 - Constructs – an idea about a psychological attribute that goes beyond what might be assessed through any particular method of measurement
 - Cannot be directly seen (Ex: gravity, intelligence)
 - Can only be seen through their effects
 - Using a construct is like proposing a theory