MASTER INTRODUCTORY PSYCHOLOGY

Complete Edition

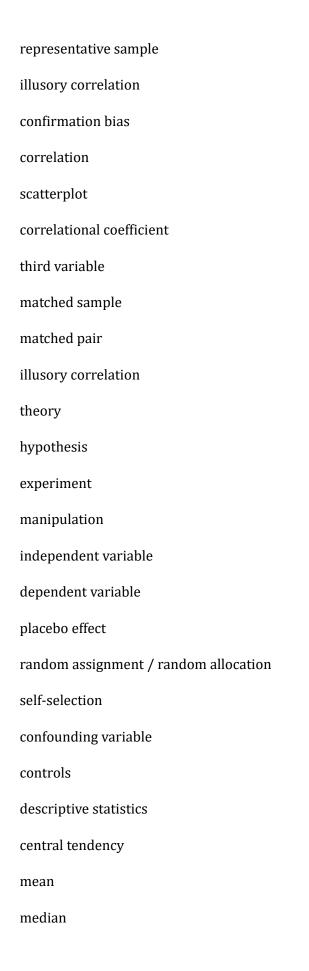


Find explanations and examples of all of these key terms and more here:

Master Introductory Psychology: Complete Edition

Research Methods - Key Terms

demand characteristics
social desirability
Hawthorne Effect
skepticism
Robert Rosenthal and Kermit Fode
observer bias
double-blind study
property
measure
operational definition
construct validity
predictive validity
case study
survey
reporting bias
population
sample
stratified sampling
random sampling
opportunity sample



mode
variance
range
standard deviation
normal curve
frequency distribution
inferential statistics
statistical significance
p-value
effect size
internal validity
replication
external validity / ecological validity
artificiality
informed consent
debriefing

You can find explanations, examples, and memory tips for these terms and more in <u>Master Introductory Psychology</u>: <u>Complete Edition</u>. This comprehensive 478 page guide breaks down all the key concepts in psychology so you can explore this fascinating field easily and on your own. Whether you're studying for AP psychology, IB psychology, a college course, or you just want to better understand the world of psychology, this book has what you need.

Master Introductory Psychology is also available as a series of 4 books in ebook and print format.

Volume 1

History & Approaches, Research Methods, Biological Bases of Behaviors, Sensation & Perception

Volume 2

Learning, Memory, Language & Cognition, States of Consciousness

Volume 3

Intelligence, Personality, Motivation & Emotion, Development

Volume 4

Social Psychology, Stress & Health, Psychological Disorders (up-to-date for DSM-5), Treatment