

**MASTER INTRODUCTORY**  
**PSYCHOLOGY**  
**Complete Edition**



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

[Master Introductory Psychology: Complete Edition](#)

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## **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

representative sample

illusory correlation

confirmation bias

correlation

scatterplot

correlational coefficient

third variable

matched sample

matched pair

illusory correlation

theory

hypothesis

experiment

manipulation

independent variable

dependent variable

placebo effect

random assignment / random allocation

self-selection

confounding variable

controls

descriptive statistics

central tendency

mean

median

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 [Master Introductory Psychology: Complete Edition](#). 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