



**Social Studies  
School Service**

[www.socialstudies.com](http://www.socialstudies.com)

## Downloadable Reproducible eBooks

### *Sample Pages*

These sample pages from this eBook are provided for evaluation purposes. The entire eBook is available for purchase at

[www.socialstudies.com](http://www.socialstudies.com) or [www.writingco.com](http://www.writingco.com).

---

To browse more eBook titles, visit

<http://www.socialstudies.com/ebooks.html>

To learn more about eBooks, visit our help page at

<http://www.socialstudies.com/ebookshelp.html>

For questions, please e-mail [eBooks@socialstudies.com](mailto:eBooks@socialstudies.com)

---

To learn about new eBook and print titles, professional development resources, and catalogs in the mail, sign up for our monthly e-mail newsletter at

<http://socialstudies.com/newsletter/>

---

*Copyright notice: Copying of the book or its parts for resale is prohibited.  
Additional restrictions may be set by the publisher.*

*What is Psychology?*

## **Experimental Psychology**

By Hal Belch

Kerry Gordonson, Editor  
Dr. Aaron Willis, Project Coordinator  
Jonathan English, Editorial Assistant  
Shoshana Muhammad, Editorial Assistant

Social Studies School Service  
10200 Jefferson Blvd., P.O. Box 802  
Culver City, CA 90232  
<http://socialstudies.com>  
[access@socialstudies.com](mailto:access@socialstudies.com)  
(800) 421-4246

© 2004 Social Studies School Service

10200 Jefferson Blvd., P.O. Box 802  
Culver City, CA 90232  
United States of America

(310) 839-2436  
(800) 421-4246

Fax: (800) 944-5432  
Fax: (310) 839-2249

<http://socialstudies.com>  
[access@socialstudies.com](mailto:access@socialstudies.com)

Permission is granted to reproduce individual worksheets for classroom use only.  
Printed in the United States of America.

ISBN: 1-56004-180-3

**Product Code: ZP840**

# TABLE OF CONTENTS

<b>Lecture Notes</b> .....	<b>S1</b>
<b>Student Handouts</b> .....	<b>H1</b>
<u>Student Activities</u>	
Activity # 1 .....	<b>1</b>
Activity # 1: <i>Answer Key</i> .....	<b>2</b>
Activity # 2 .....	<b>4</b>
Activity # 2: <i>Answer Key</i> .....	<b>5</b>
Stop-Sign Behavior .....	<b>6</b>
<u>Quiz</u>	
Multiple Choice Quiz: <i>Experimental Psychology</i> .....	<b>7</b>
Multiple Choice Quiz: <i>Answer Key</i> .....	<b>10</b>

# Experimental Psychology



Slide # 1

Psychologists observe behavior much like everyone else, except they do it systematically and scientifically. In this unit, we will explore the major goals of psychological research: to describe behavior, explain its causes, and predict the circumstances under which certain behaviors will occur again. We will also take a look at the various techniques that psychologists use to conduct research.

## Special Areas in Psychology

- Experimental
- Clinical
- Counseling
- School
- Emotional
- Developmental
- Personality
- Social
- Environmental
- Industrial/  
Organizational
- Health
- Consumer

Slide # 2

All psychologists study behavior and mental processes, but they approach their work in a number of different ways. (Note to teacher: The following slides provide details on each of these areas.)

# Experimental Psychology



- Research on learning, cognition, sensation, perception
- Biological basis of both human and animal behavior

Slide # 3

Bullet # 1 Experimental psychologists focus mostly on studying the various states of what they call “arousal.” They want to know how we learn, why we remember and forget things, and which parts of the brain play roles in learning and memory.

Bullet # 2 When Wilhelm Wundt established the first psychology laboratory in Germany in 1879, all researchers were essentially experimental psychologists since the field was so new. Psychology has since expanded into many new areas.

Biological psychologists study the physical causes of behavior in both humans and animals. Note: This slide shows a portrait of Harry Harlow, a noted researcher who experimented with Rhesus monkeys and eventually developed important hypotheses about learning, motivation, and emotion.

# Clinical Psychologists



- They treat people with psychological problems like depression and schizophrenia
- They administer tests, counsel, and conduct research
- Psychiatrists

Slide # 4

Bullet # 1 Clinical psychologists focus on understanding anxiety, depression, and other major forms of mental illness such as schizophrenia. They also investigate various modes of treatment.

Bullet # 2 Clinical psychologists usually have PhDs in clinical psychology. They may use a combination of therapies to help people overcome psychological problems. They may administer psychological tests, conduct research in the field, or train new psychologists. Many have their own private practices. They represents the largest group of psychologists.

Bullet # 3 Psychiatrists are medical doctors who specialize in the diagnosis and treatment of psychological disorders.

Note: This slide shows a painting of a catatonic schizophrenic patient.



## Counseling Psychologists

- They help people clarify their goals and make life decisions
- The school setting



Slide # 5

Bullet # 1 Counseling psychologists help people who have adjustment problems that are not usually as severe as the problems treated by clinical psychologists. They also help people with academic and vocational decisions and sometimes even act as marriage counselors.

Bullet # 2 Counseling psychologists often work in schools, doing things like helping students clarify their goals or overseeing Special Education programs.

# Educational Psychologists

- They study issues relating to the measurement of intelligence and the processes involved in educational and academic achievement
- They usually work in schools and conduct research



Slide # 6

Bullets # 1–2 Educational psychologists work closely with teachers and parents, conducting research into how teachers can enhance the learning process and why some children are better motivated than others. They also focus on the learning process and its relationship to maturation and physical development and investigate why some students have learning disabilities or behavioral problems in school.

# Developmental Psychologists

- They focus on processes that influence social, cognitive, and physical growth, as well as personality development
- They study both “nature” and “nurture”



Slide # 7

Bullet # 1 Developmental psychologists study how people change as they mature and grow. They study human behavior and personality development from the “womb to the tomb.” They also investigate specific problems that develop during childhood, adolescence, middle age, or old age.

Bullet # 2 Developmental psychologists look at factors of both “nature” and “nurture.” Examples of things they research include the effects of maternal drinking and smoking on the fetus, how an infant forms an attachment with its mother, or the factors that influence adolescent behavior.