

## **MODULE 8 FAQ'S ABOUT PSYCHOLOGY**

### **PSYCHOLOGY APPLIED**

- Psychological science focuses less on particular behaviors than on seeking general principles that help explain many behaviors.
- Behaviors for groups of people and not necessarily for individuals.
- **CULTURE** is shared ideas and behaviors that one generation passes on to the next. This is an inquiry psychologists consider when looking at behaviors.
- **GENDER** is another variation psychologist consider when looking at groups in depth for attitudes and behaviors.

### **ETHICS IN RESEARCH**

- Animals are used for experimental purposes and there are some conflicts. Researchers have argues with organizations the protest for animal's rights that only 1% of the billions of animals are killed for research purposes. This is compared to the billions of animals killed for food purposes and killed in animal shelters each year.
- Is it right to place human well-being above animal well-being??
- Psychology has helped further our knowledge of animals and their well-being through certain experimentation.

### **HUMAN ETHICS**

- Some experiments won't work if participants know everything (alters results).
- American Psychological Association (APA) urges researchers to:
  1. Obtain potential participants **INFORMED CONSENT**, an ethical principle that research participants be told enough to enable them to choose whether they wish to participate.
  2. Protect them from physical or emotional harm and discomfort.
  3. Keep information about individual participants confidential
  4. Fully **DEBRIEF** people, or explain the purpose and any deceptions of the study to all participants.

Psychology cannot address all of life's great questions, but it speaks to some mighty important ones.

**BE ABLE TO ANSWER:** How are human and animal research participants protected?

**PRACTICE FRQ'S:** Provide three reasons why nonhuman animals are sometimes used in psychological research.