GAC030 Psychology III: Research in Psychology

GAC Psychology · Vocabulary in context

Word	Example
research study /rɪ'sɜ:tʃ 'stʌdi/	A **research study** answers a clear question.
null hypothesis /nʌl haɪ'pɒθəsɪs/	The **null hypothesis** says there is no difference between the groups.
independent groups /ˌɪndɪ'pendənt gru:ps/	In **independent groups**, each person does only one condition.
repeated measures /rɪ'pi:tɪd 'meʒəz/	In **repeated measures**, each person does every condition.
counterbalancing /'kaʊntəbælənsɪŋ/	**Counterbalancing** changes condition order across participants.
allocation /ˌælə'keɪʃn/	Random **allocation** puts people into groups by chance.
Extraneous variables /ek'streɪnɪəs 'veərɪəblz/	Noise and tiredness are **extraneous variables**.
multi-store model /'mʌlti stɔ: 'mɒdl/	The **multi-store model** has sensory, short-term and long-term memory.
Encoding /en'kəʊdɪŋ/	**Encoding** puts information into memory.
storage /'stɔ:rɪdʒ/	**Storage** keeps information in memory over time.
retrieval /rɪ'tri:vl/	**Retrieval** means getting information out of memory.

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Working memory /ˈwɜːkɪŋ ˈmeməri/	**Working memory** holds a phone number while you dial it.
Cognition /kɒgˈnɪʃn/	**Cognition** includes thinking, remembering and understanding.
Heuristics /hjuːˈrɪstɪks/	**Heuristics** are mental shortcuts.
biases /ˈbaɪəsɪz/	Our **biases** can make our judgments unfair.
Classical conditioning /ˈklæsɪkl kənˈdɪʃənɪŋ/	In **classical conditioning**, Pavlov's dogs drooled at a bell.
Operant conditioning /ˈɒpərənt kənˈdɪʃənɪŋ/	In **operant conditioning**, rewards and punishments change behaviour.
Observational learning /ɒbzəˈveɪʃənl ˈlɜːnɪŋ/	Learning a dance by watching others is **observational learning**.
Development /dɪˈveləpmənt/	**Development** continues all through life.
Conformity /kənˈfɔːmɪti/	**Conformity** means doing what the group does.
obedience /əʊˈbiːdɪəns/	Milgram studied **obedience** to authority.
Attribution /ətrɪˈbjuːʃn/	**Attribution** is how we explain why people behave as they do.

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