

Objectives:

1. *Summarize the methodological hazards of doing research.*
2. *Examine experimental procedures psychologists use to avoid bias.*

I. Self-Fulfilling Prophecies

- A. A _____ involves having _____ about a behavior and then acting in some manner, usually unknown, to carry out that _____.

Example: Telling someone that you are going to give a person alcoholic beverages to see how their behavior changes when they drive. In many cases these people will begin to drive erratically because they think they are drunk when they are not.

II. Avoiding Self-Fulfilling Prophecies

- A. To avoid unknowingly influencing research results researchers use two methods to prevent self-fulfilling prophecies; these are _____ and _____ experiments.

- B. _____ experiments are experiments in which the _____ are unaware of which _____ received a given treatment.

Example: Placebos are commonly used when testing new medical treatments. Participants receive either the treatment or a placebo but they are not told.

- C. A _____ experiment is one in which neither the _____ nor the _____ know which participants received a given treatment.

Reasons for Use: It eliminates the possibility that the researcher will unconsciously find what they expect to find about the effects of a certain treatment.

III. The Milgram Experiment

A. A famous single-blind experiment conducted in the _____ by _____ to determine how subjects would comply with authority figures.

2,000 participants were paid to give _____ to another participant if an _____ figure told them to do so.

B. Results:

1. _____ of volunteers administered to the maximum severity shock when ordered by authority.
2. _____ of Swarthmore College students would administer the most severe shock when ordered by authority.

C. Ethical Considerations:

1. How would you feel if you were one of the participants?
2. Did Milgram violate ethical conduct principles?
3. Was the deception Milgram used appropriate?
4. Did the information gained outweigh the deception?

IV. The Placebo Effect

A. _____ are commonly used in testing medications.

B. The _____ is the change in a person's illness simply because of the patient's _____ and/or _____ of receiving a treatment.