Names and Terms to Know From Unit I:

History and Approaches & Methods and Research

**Names**

* Wilhelm Wundt (1832-1920)
* William James (1842-1910)
* Max Wertheimer (1880-1943)
* Sigmund Freud (1856-1939)
* John Watson (1878-1958)
* Ivan Pavlov (1849-1936)
* B.F. Skinner (1904-1990)

**Terms**

* Introspection
* Functionalism
* Psychoanalytic Theory
* Behaviorism
* Humanistic Perspective
* Psychoanlaytic Perspective
* Biopsychology (or Neuroscience ) Perspective
* Evolutionary (or Darwinian) Perspective
* Behavioral Perspective
* Cognitive Perspective
* Social-Cultural (or Sociocultural) Perspective
* Hindsight Bias
* Applied Research
* Basic Research
* Hypothesis
* Theory
* Operational Definitions
* Validity
* Reliability
* Sampling
* Population
* Random Selection
* Stratified Sampling
* Experiment
* Confounding Variables
* Assignment
* Random Assignment
* Experimenter Bias
* Double-Blind Procedure
* Participant Bias (also called Response Bias)
* Hawthorne Effect
* Correlation
* Scatter Plot
* Survey Method
* Naturalistic Observation
* Case Study
* Descriptive Statistics
* Measures of Variability
* Normal Curve
* Inferential Statistics
* Statistical Significance
* APA Ethical Guidelines for Human Research
* APA Ethical Guidelines for Animal Research