Do Now

Remember to Answer in Complete Sentences

1. What are the two different types of Conditioning, and who came up with each type?
2. What are the 5 parts of Classical Conditioning?
3. What is an example of Classical Conditioning?
4. What is the difference between an Unconditioned Response and Conditioned Response?
5. What does UCS or US stand for?
The Scientific Method

Write *Everything in Blue*
Ways to Experiment

• Observation
  • This is actually what you did last night
  • Going out into the world, and simply observing how people react to their environment without manipulating that environment in any way

• Case Study
  • This is a very specific study of single individual or small group of individuals
  • It records everything they do, from behaviors, to literally everything that they participate in
• **Experiment**
  • This is basically what it sounds like, there are subjects brought in and there are always at least two groups
  • A control Group: normal conditions
  • A variable group: tested the same way as the control but the variable you want to test is changed to see the results

• **Survey**
  • This usually takes the form of a questionnaire or something of that nature
  • The idea is that by getting a large enough same size a general hypothesis can be generated and tested.
The Scientific Method

- Created and Refined over the years to make research and experimentation more accurate
- Enables other Researchers to Duplicate Your Methods
- Gives a specific pattern and layout
- Basically a set of instructions
The Method, in Short

- **Question**
  - You notice something and find it interesting but want to know more about it

- **Research**
  - You want to see if anyone has looked into this particular thing, example: cellphone use in teenagers

- **Hypothesis**
  - Based off what you find out, this is where you make guess about what will happen with your experiment

- **Experiment**
  - Design an experiment where there are variables and controls

- **Analysis**
  - Look at the Results of your experiment
    - Did it or did it not prove your point

- **Conclusion**
  - Write up the results of your experiment

- **Publishing**
  - Publish it in a way that others could repeat it and see if it works and see if they get the same result
  - As well as to communicate your results in writing
You Do This Every Day

• Believe it not, you use this method every day
• Every time you ask someone out
• Decide to buy something
• Make any decision it is always the same
  • You notice something
  • To hypothesize whether or not it is worth it
  • Experiment by following through
  • Evaluate the results
  • Tell your friends whether or not your initial thoughts were correct