

## Chapter 1 Reading Questions

1. What does the empirical approach to psychology mean?
2. Why is pseudo psychology a danger to "real" psychology?
3. What is the term for researchers who only look for evidence that supports their hypothesis?
4. Which type of psychologist might work at Ford Motor Company to determine how to change the lighting and the assembly line, or to determine which questions to ask potential employees?
5. Which type of psychologist would typically look at how different toys are built and how to most fully engage children in the toys?
6. Which "school" in psychology was dedicated to uncovering the basic "structures of the mind"?
7. What was the process that Wundt employed when he asked people to respond to a variety of stimuli?
8. Which approach would a psychologist studying alcoholism be likely to use to examine how the person acts when he or she consumes alcohol?
9. Which schools of psychology are the most and the least likely to study thoughts and mental processes?
10. Who was the founder of psychoanalysis?
11. What is the idea that Evolutionary psychologists use for passing the best genes on to the next generation?
12. What school of psychology believes that "The whole is larger than the sum of the parts"?
13. How did Behaviorists seek to move away from Freud's Psychodynamic theory?
14. How have the gender differences in psychology majors made this a unique science?