

## CHANGES IN THIS EDITION

- As with every revision, we work to improve the clarity of our presentation. Minor changes in sentence wording or paragraph structure make our presentation more concise and easier for students to understand.
- The basic methodologies of scientific psychology change little from year to year; however, research trends, techniques for data collection, research findings, and critical discussion topics constantly shift. In this edition we include dozens of recently published research findings reflecting new trends and techniques, as well as descriptions of important contemporary

issues in scientific psychology. This tenth edition contains more than 100 new references, the majority published since 2010.

- Some have characterized psychology as a science of “WEIRDOS” because researchers chiefly draw participants from Western, Educated, Industrialized, Rich, and Democratic countries (Jones, 2010; see Chapter 1). Even within these countries many groups, such as women, minorities, and immigrants, have been largely ignored over the years. Things are changing, however. Periodicals like the *Journal of Latina/o Psychology* bring psychological research to these communities and reflect an increasing trend in cross-cultural research. For example, we look at Robert Levine’s cross-cultural studies of “helping behavior” and a subsequent correlational analysis of helping behavior in embedded cultures (see Knafo, Schwartz, & Levine, 2009, in Chapter 2). In Chapter 4 we describe research carried out by Nairán Ramírez-Esparza on language differences among Mexican and American students. Psychology is becoming more international; so too are the studies we cite.
- Today’s researcher has access to millions of potential participants via the Internet. Online access has been especially important for survey researchers. In Chapter 5 we provide pointers for students interested in conducting online surveys.
- At the same time, online behavior itself is of interest to many researchers. Social networking sites and chat rooms are mined by social and personality psychologists, often through some form of participant observation (see Chapter 4). The emergence of cyberpsychology journals speaks to this new trend in psychological research.
- Gathering data frequently relies on sophisticated techniques and devices. One example is the electronically activated recorder (EAR) employed by James Pennebaker, Matthias Mehl, Nairán Ramírez-Esparza, and their colleagues to study language behavior, happiness, and behavioral health (see Chapter 4). In Chapter 7 we illustrate how digitally morphed photographs made to look similar to individuals’ romantic partners reveal gender differences in first impressions (Günaydin, Zayas, Selcuk, & Hazan, 2012).
- As in earlier editions, we emphasize ethical concerns with the research enterprise by devoting a complete chapter to this topic (Chapter 3), but continue this conversation when specific methods are introduced. In this edition we highlight Jerry Burger’s “replication” of Stanley Milgram’s well-known studies in order to show how researchers work within ethical guidelines to protect human participants. Many online studies raise serious ethical issues. So, too, do observations using electronic techniques like EAR, and we discuss these issues.

Some minor changes should also be mentioned.

- In Chapter 1 we speak more appropriately of *ethnocentric bias* rather than simply *ethnocentrism*.

- In Chapter 6 we now use the term *matching variable* rather than *matching task* in our discussion of matched groups designs.
- In Chapter 9 we replaced the term *single-subject design* with *single-case research design* to bring us in line with contemporary usage (e.g., Kazdin, 2011). The chapter is now titled *Single-Case Research Designs* and, as in previous editions, includes discussion of both case studies and single-case experiments. We are aware that Chapter 9 does not always find its way into an instructor's syllabus. However, we believe the topics therein are important, especially because many undergraduates seek careers in applied psychology. We describe the many pitfalls when relying on a single case for making causal inferences, a circumstance often witnessed when research findings are presented in the popular media.
- In this edition we've inserted new "boxes" with information designed to pique students' interest in research topics. For example, in Chapter 9 we describe the work of Stacy Lopresti-Goodman and her colleagues to document the psychological devastation to orphaned chimpanzees caused by the pet- and bushmeat-trade and in Chapter 10 we describe statistical regression in the context of the "*Sports Illustrated jinx*."
- The Langer and Rodin (1976) classic quasi-experiment involving a responsibility manipulation within a nursing-home setting remains the foundation of our discussion of quasi-experimental designs in Chapter 10. To this, however, we've added contemporary time-series designs that investigate the aftermath of the September 11, 2001 terrorist attacks (Peterson & Seligman, 2003), and the effects of a city-wide smoking ban on health outcomes (Khuder et al., 2007). Our discussion of program evaluation in this chapter considers the evaluation of large-scale social programs such as Medicare.
- Finally, many Challenge Questions have been replaced with the goal of updating research examples and using questions that relate back to research findings discussed in each chapter. Should instructors be looking for a missing favorite, be assured it can be found in the *Instructor's Manual*.