

INTRODUCTION TO PSYCHOLOGY HISTORY— LECTURE 5

HABIB ULLAH QAMAR
MSCS(SE). MBA(HRM)

EXPERIMENTATION/EXPERIMENTAL MODEL



- A fundamental method in the study of every science like physics, chemistry and biology.
- Psychology achieved status of science due to objective observation and experimentation.
- Experimented on color vision, hearing and brain function
- Started Gastav Fechner
- William James founded a lab in 1875

EXPERIMENTATION/EXPERIMENTAL MODEL



- **Laboratory** : the place where experiment are conducted under controlled conditions
- **Experimenter** : is one who defines and analyzed the problem to ensure possibility to achieve accurate results
- **Subject** : is that person on whom the experiment is conducted
- **Hypothesis** is a question which can be answered. Question should be statement types. For example, Will the Vitamin A improve eye sight? Good hypothesis will be.. Vitamin A improves the eyesight.

EXPERIMENTATION/EXPERIMENTAL MODEL



- **Experimental Design** : plan of experiment
- Variable types
- **Independent variables**: Factor variable whose effect is under study on the subject's behavior : **Vitamin A**
- **Dependent Variable** : Quantitative change in the subject's reaction of behavior. **eyesight**
- **Relevant variables** : all those factors which affect the subject's behavior. Static state of variables

EXPERIMENTATION/EXPERIMENTAL MODEL



- **Groups of subject** : more than one individual under study are called groups of subject
- **Control group** : is that group which is taken as a norm and works under normal conditions as before the experiment.
- **Experimental group**: is that group on whom the experimenter applies independent variable and records the change in behavior to computer his results.

EXPERIMENTATION/EXPERIMENTAL MODEL



- Merits of the experiment Method
- It gives **quantitative results**
- **Scientific method**
- It is an **objective method** as the experimenter's personal likes and dislikes do not affect the results
- It is used on all **types of subjects**. Animals and humans
- It is modern age used both Extrospection and introspection
- Its results are **valid and reliable**.

EXPERIMENTATION/EXPERIMENTAL MODEL



- Demerits of experiment Method
- It is **expensive** method
- Studied in **the unnatural environment** of the lab
- Often **subject is disturbed** that may affect results
- It is difficult to control the **subject's internal states**
- Only trained **experimenter can design** and conduct the experiment under controlled conditions.

SURVEY METHOD



- Suitable in little time and little space and unable to conduct experiment on many people in the lab
- Often used to find the interests and attitudes of the people
- Social psychology is used to find the social problems e.g Why divorce rate is getting higher? Why violence in students are increasing?
- Industrial psychology use it to know the need and taste of people about any product and industry.

SURVEY METHOD



- Selection of problem and formulate hypothesis
- Preparation of questionnaire
- Selection of sample
- Interview
- Tabulation of data collected
- Conclusion

INTERVIEW



- Interview is a face to face verbal and visual or Written intercommunication between two types of peoples
- The person who ask questions is interviewer
- The person who answers is called interviewee
- Is used in educational, criminal and clinical psychology.
- To diagnose, to investigate, to find physical and mental disorders

TYPES OF INTERVIEW



- Structured interview : a formal interview planned as per nature of job. Question are prepared with scores.
- It is objective, valid and reliable.
- Unstructured interview : an informal and flexible interview in which interviewer doesn't not have any preset of questions in his mind. He started and explored the candidates qualification.
- Simple, friendly, validity and reliability depends on interviewer.

STUDY MATERIAL

- Chapter 2 – Prof. Zarin Bukhari
- TheITeducation.com

A decorative graphic on the left side of the slide, consisting of a light blue area with a dark blue wavy border.

THANKS

HABIB ULLAH QAMAR