Why PSYCH 105?

Lecture Goals
- To explain the rationale for this course
- To provide an overview of misconceptions of psychology and their effects

Misconceptions of Psychology
- Concern since 1st meeting of the APA (Janda, England, Lovejoy, & Drury, 1998)
- Only _______ believe scientific approach benefits understanding human behavior (Witley, 1959)

Good news
- Increased recognition of psychology as a science (Wood, Jones, & Benjamin, 1986)

Bad news
- People don’t know __________________________

Public Paradox
- People want Psychology to ______________________________
  - What is the mind/consciousness?
  - Am I ____________________?
  - How do I make life decisions?
  - How do I get revenge on my X?

- How do I find ____________________?
• How do I find _____________________?

• but _______________________________________________________

• Uncover things we don’t want to know

• Promote ___________________________ (bad tasting medicine)

• _____________________________ mysteries (Love, ESP, etc.)

• Conflict with ___________________________
  • Spiritual/religious, abortion, capital punishment, terrorism (mirror-images), etc.

• but don’t understand that science _______________________________________

• Neither ___________________________
  • Biologists/doctors and life?
  • Lawyers and ethics?
  • Artists and beauty?

**Serious Media Doesn’t Help**

• 4 national UK channels
  • Showed ____________________________ programming

  • Devoted _____________________________ mostly natural history

• *The Times* (UK)
  • Average of __________________________ is science coverage
- Scientific sources
  - Named much less frequently when source was ________________________________
    scientist (Azar, 1998)

  - When named
    - ________________________________ more likely to be called scientists
    - ________________________________ more likely to be called authors, writers
      (Cialdini, 1997)

Popular Media Doesn’t Help
  - Dr. __________ - crazier than his patients
  - Dr. __________ - corrupt mind-controller/homicidal maniac
  - Dr. __________ - caring & competent, endless time for patients, cures by uncovering single
    traumatic event
  - Dr. __________ - strict killjoy
  - Dr. __________ - inappropriate relationships with patients

- Misconceptions about
  - ________________________________

- Procedures
• Suggests Psychology is _____________________________
  • 1\textsuperscript{st} do this
  • 2\textsuperscript{nd} do this
  • 3\textsuperscript{rd} do this

• Suggests Psychologists and Psychiatrists are for ____________________________

• Suggests ___________________________ psychologists are experts
  • Dr. Laura, Dr. Phil

• Pop books/articles typically _____________________________
  • They publish in __________________________
  • No law against ___________________________ in a book and claiming it is true

\textbf{Pseudoscience & Parapsychology don’t help}

• Suggests pseudo-science and parapsychology are part of psychology!
  • Creates confusion about Psychology’s goals, methods, careers.________________________

\textbf{Psychologists Don’t Help!!!}
• Don’t take ________________________________ seriously (Baumeister, 1987)
• Only a few put legitimate psychological research in a form accessible to the common person
• ________________________________

**Are we really surprised that...**

• People don’t understand ________________________________

• 83% believed that daily life experiences provided ________________________________ in psychology (Wood et al., 1986)

• Vocational descriptions of psychologists ________________________________ with those of scientists

• Central characterization of psychology involved ________________________________
  (Webb & Speer, 1985)

**Misconceptions Are Pervasive**

• ________________________________ have similar perceptions of psychology (Dollinger & Thelen, 1978)

• ...which carry into ________________________________ (Weiss, 1994; Wilson, Nairn, Coverdale, Panapa, 2000)

• Mental illness in ________________________________ (Lawson & Fouts, 2004)

• 29/34 animated feature films in study contain verbal references to ________________________________
- Mainly used to denigrate characters

- Believed psychology required ________________ than the hard sciences

- Associated psychology with mental illness and treatment (Janda et al., 1998)

Example comments at END of Intro Psychology

- Psychology experiments are ________________; what can they tell us?

- Psychology just can't be a ________________ like chemistry, can it?

- But I heard a therapist on TV say the opposite of what our textbook says

Confusion for ________________

- What can I do with my degree?
- How can I get the job I want?
- Do I HAVE to go to grad school?

Most PSYCH courses

- Focus on ________________

- Little about how to ________________ the content
  - As a skeptic, consumer, user, etc.

- Lessons on evaluating evidence ________________

- Fail to correct misconceptions about PSY as a
PSYCH 105 Plan

- PSY's identity
- PSY Career paths
- PSY as a process
  - Research & Applications
- Common misunderstandings of PSY