

# INTRODUCTION TO PSYCHOLOGY

## Psychology 101

East-West University/Fall 2022

# Research ethics

- IRB
- First do no harm
- Informed Consent
- Protection from harm
- Deception
- Coercion
- Debriefing
- Confidentiality and anonymity

# Informed consent

- Procedure occurs before research begins
- Knowledge of what will happen
- Voluntary participation
- Right to withdraw from research at any point
- Purpose of the research/logistics
- Risks involved
- Agree/disagree to do it/be involved/be treated
- Informed consent document

# Protection from harm

- Minimize risk of harm
  - Physical
  - Psychological
- Risk-benefit analysis



# Deception

- Misleading
- “Hide the truth”
- May be acceptable
  - Milgram study
- Confederates
- Risk-benefit analysis

# Coercion

- *Coerce*: Force or pressure someone to do something against their will
- Accomplished through threats

# Debriefing

- Occurs after the study concludes
- Purpose of study
- Procedure of study
- Reveal deception
- Questions/concerns

# Confidentiality/Anonymity

- Right to privacy
- All identifying information kept in a secure environment



# Research ethics

- Animal research
  - Some psychologists are interested in animal behavior
  - Biological and behavioral similarities between humans and animals
  - Short life span allows collecting information throughout the animal's life
  - Possible to exercise more control over experiment (e.g., using certain food)
  - Procedures that are unethical on humans *may* be ethical when used with animals

# When reading research

- Avoid overgeneralization based on little information
- Distinguish between group results and individual needs
- Look for answers beyond a single study
- Avoid attributing causes where none have been found
- Consider the source

# THE BRAIN AND BEHAVIOR

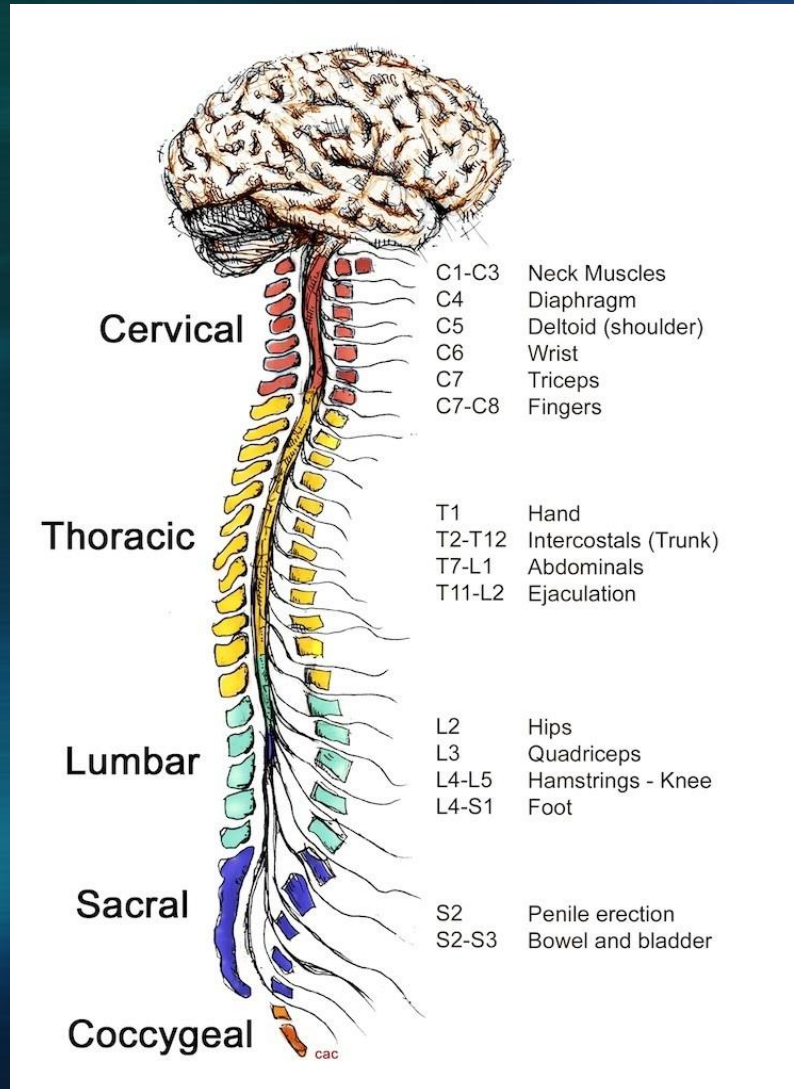
Psychoneurology

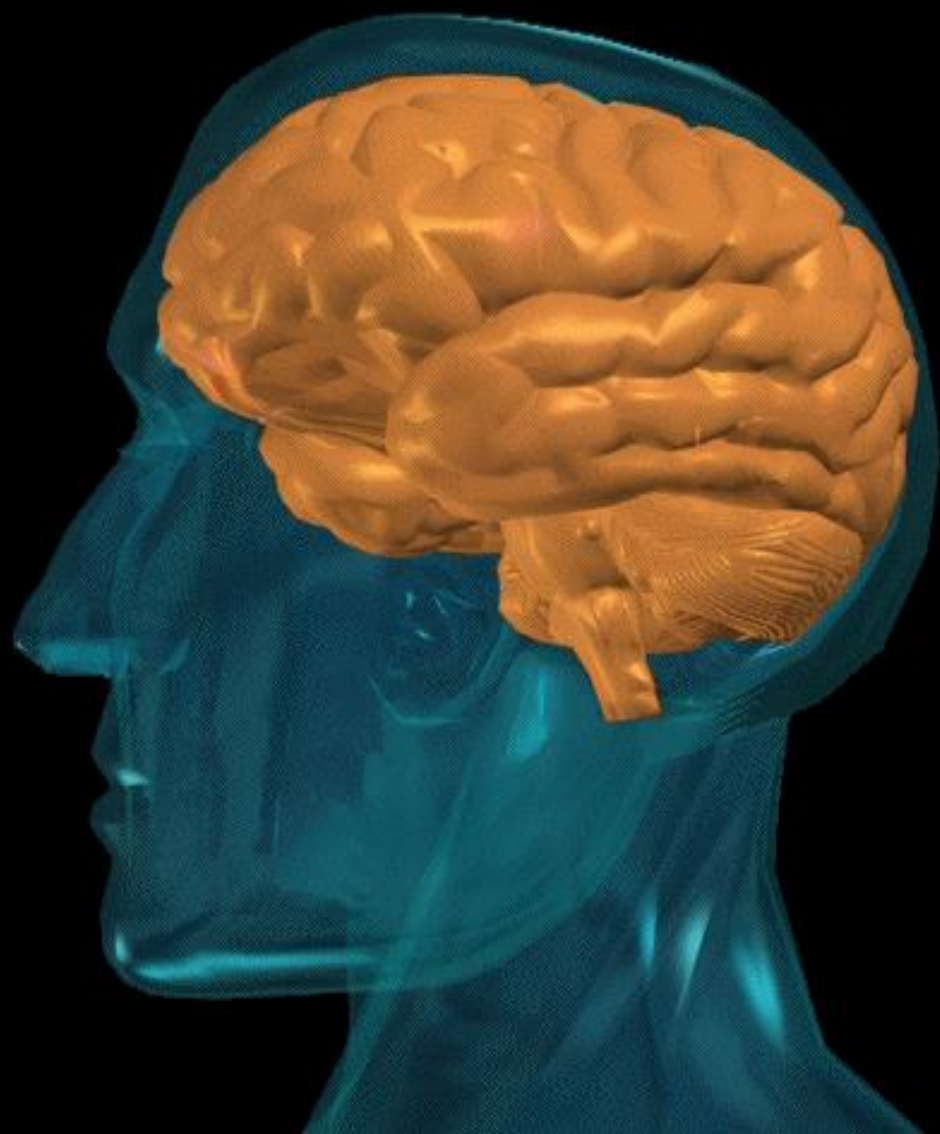
# The human nervous system

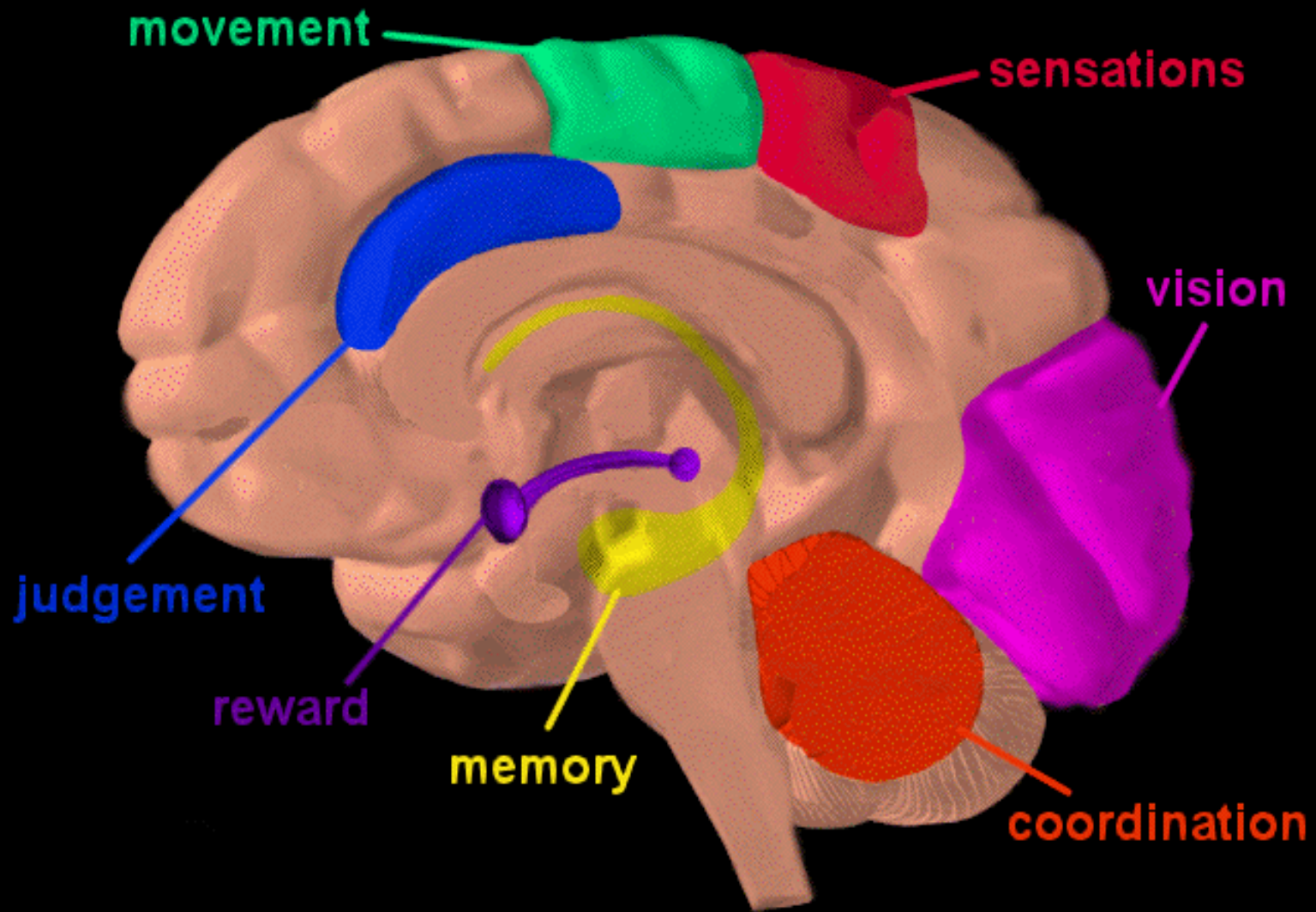
- Billions of brain cells (neurons)
- Complexity
- Integration
- Plasticity
- Neurotransmission (electrochemical)
- Synapse
- Afferent nerves (to the brain)
- Efferent nerves (from the brain)
- Neural networks



# Central nervous system (CNS)





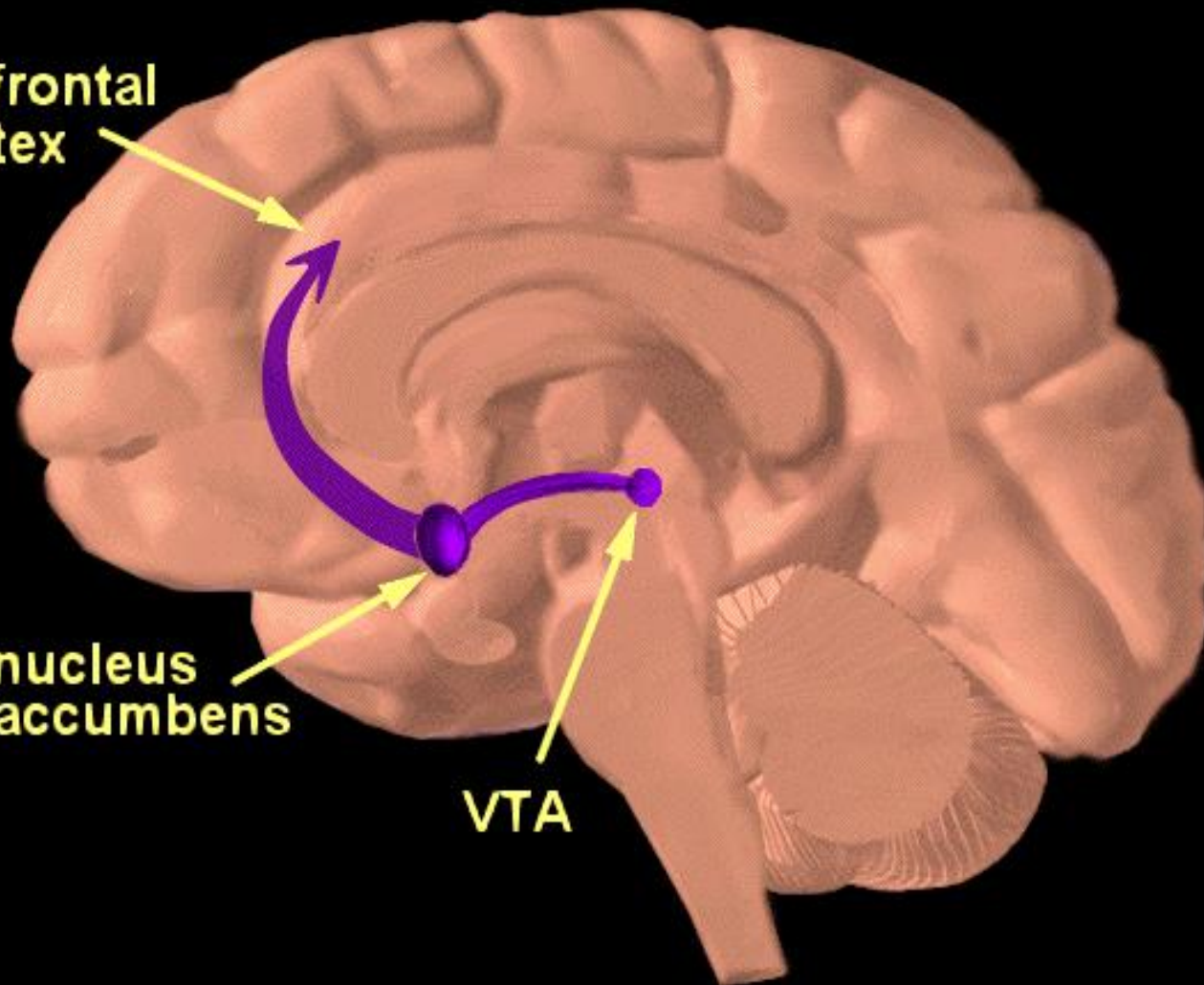




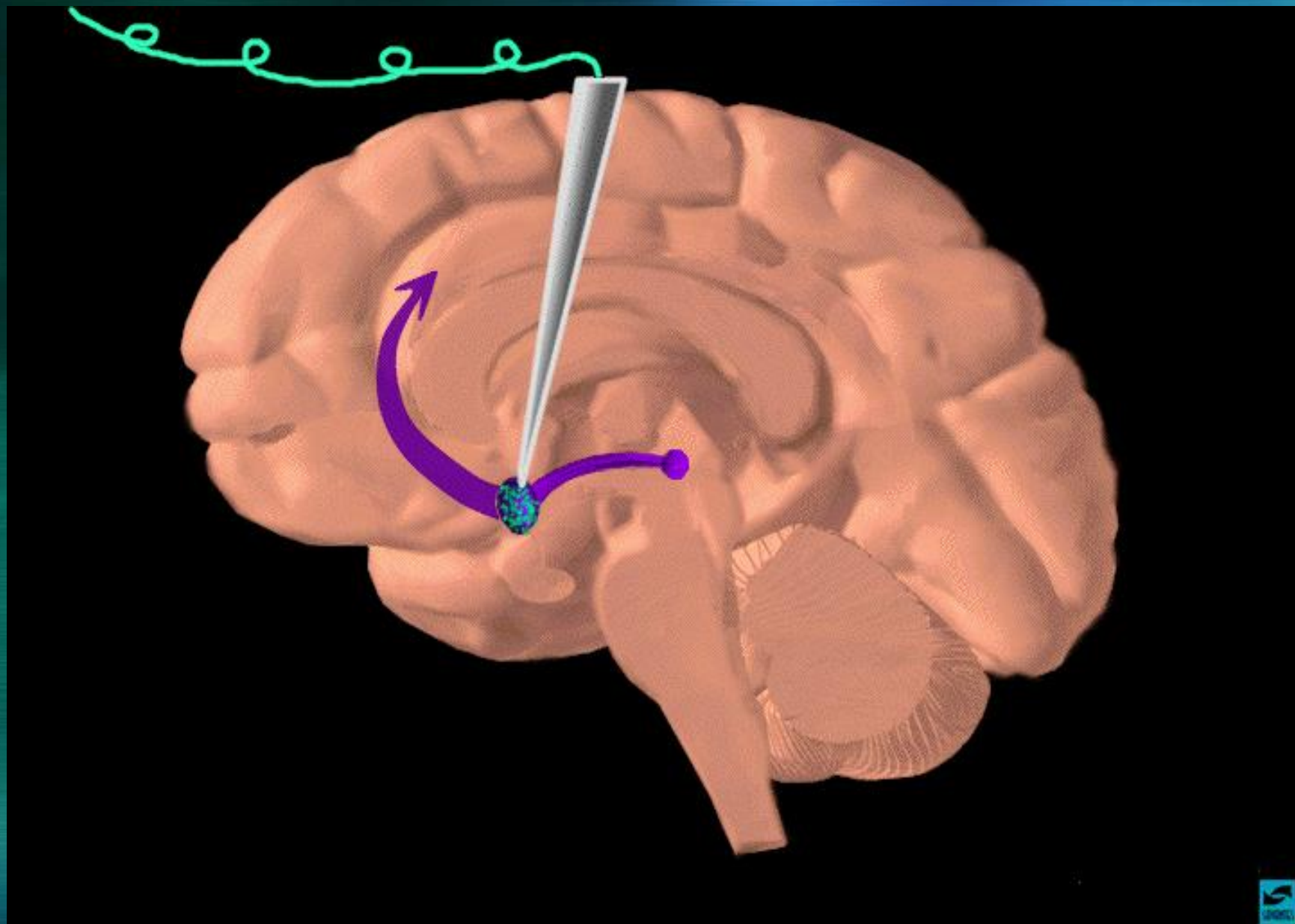
**prefrontal  
cortex**

**nucleus  
accumbens**

**VTA**







# PNS

- Somatic
  - Sensory nerves
  - Motor nerves
- Autonomic
  - Takes messages to and from internal organs
  - Monitors vital functions
  - Sympathetic NS
  - Parasympathetic NS
  - “Fight or flight”

# Sympathetic and Parasympathetic Nervous System

- Sympathetic:
  - Release of adrenaline and stress hormone
  - Increases pulse, breathing, blood pressure, blood flow to brain
  - Dilates pupils
  - Decreases digestive activity
- Parasympathetic
  - Opposite effects