

- Psychology applied
 1. Research in a laboratory can test principles that can be applied to everyday life.
 2. Culture comes into play during research.
 1. Due to cultural differences, a study in one culture may or may not be able to be applied to another culture.
 2. In some ways, humanity is united in certain ways across cultures. For instance, smiles and frowns are universal.
 3. Gender differences, and similarities, are real as well.
- Ethics in research
 1. Scientists often study animals for many reasons such as...

1. Their biological systems are often simplified versions of humans'.
 2. Their life-cycles are often short so it's faster to study life spans and generations.
 3. It's not ethical or moral to do certain things to humans.
2. Animal research
 1. Using animals in research is sometimes controversial. The arguments center on the morality of using animals to hopefully better humankind (and animalkind).
 2. Over time, we've developed an unofficial ranking of animals: (1) humans, (2) primates and household pets, (3) mammals, (4) birds, fish, reptiles, (5) insects.
3. Human research
 1. When using humans in research there are ethical stop-signs. It would

be wrong to electrically shock people in a study. But would it be okay to *fake* a shock? To put people through stress? (The general consent is, "No, that's not ethical").

2. The **APA** (American Psychological Association) suggest two things:
 1. **Informed consent** – This means participants (1) know what's going on and (2) they give their permission to be in the study.
 2. **Debriefing** of participants – When the study's finished, researchers and participants go back over the whole thing.
3. Values still work their way into studies. For instance, our values impact the decision of *what* to study (and what not to study). And values

affect the way we word things, like asking if you think a person is “cheap” (negative connotation) or “penny-wise” (positive connotation)