Goals of behavioral science

Primary goal	Definition	Example
Describe	Describe the frequency of a particular behavior/attitude in a single group, or compare frequencies between groups	*74% of the world smiled yesterday*
Predict	Predict future occurrences using reliable associations between two behaviors or events	*Watching violent TV as a child predicts aggression in adulthood*
Explain	Determine the cause(s) and effect(s) of behavior/attitudes	*Mindfulness meditation improves self-regulation of negative emotions*

Variable Types

Nominal variables (aka categorical)	Values are categories with no order	*Ex. College major: Psych, Sociology, Dance, etc.*

Core Ethical Principles

1. Respect for Persons - *Participants must have autonomy, informed consent, and some groups receive special protections due to potential for coercion*

2. Beneficence - *Take precautions to protect participants from harm/ensure their wellbeing, weigh risks against benefits, and Minimize risks of harm (confidentiality)*

Core Ethical Principles (cont)

3. Justice - *The benefits and risks of research must be distributed fairly, equitable access, and selection of research participants is scrutinized/justified (If a clear benefit is determined, all must be offered)*

Operationalizing Measures

Self-report	Behavioral	Physiological
Ask participants questions	Observe participants' behavior	Assess participants' biological activity

Research Questions

Sources of Research Ideas	For Testing an Existing Theory	**From the World	Refining Reserch Questions
Research literature and the world around you	Either provides further support for the theory or eveals boundary conditions of the theory WHOSE behavior it explains, WHEN and UNDER WHAT CONDITIONS it accurately explains behavior	Real-world problems, observations, or everyday claims	From big and general to specific and testable

Identifying Variables

Any measurable quantity or quality that varies from person to person (or group to group) in sample	*Ex. Happiness, wealth, health, performance... (all ex's are Constructs)*

Defining Variables

Conceptual Definition	Operational Definition
Part of refining research question – clearly defining your question with specific variables	The concrete way you will measure the variable ("Operationalize" = to operationally define)
Ex. Is Instagram use associated with mental health? to *Is following fitfluencers on Instagram associated with body image?*	*Ex. Is following fitfluencers* (Following any fitfluencer accounts (binary: yes/no) or number of fitfluencer accounts followed) *on Instagram associated with body image* ("Are you happy with your body?" Validated 13-item Body Appreciation Scale)*?*

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