Studying Behavior
- Variable (situational, response, mediating, participant)
- Operational Definition
- Positive, Negative, Zero, & Curvilinear Relationships
- Nonmonotonic function
- Correlation Coefficient
- Random Variability & Error Variance
- Nonexperimental vs. Experimental Methods
- Correlational Methods
- Cause, Effect, & Control
- Third-Variable Problem
- Confounding Variables
- Randomization
- Independent Variable & Levels
- Dependent Variables
- Field Experiments
- Ex Post Facto design
- Validity (Internal, External, & Conclusion)

Measurement Concepts
- Reliability
  - True Score + Measurement Error
  - Test-Retest
  - Internal Consistency
  - Interrater Reliability
- Construct Validity
  - Face Validity
  - Content Validity
  - Predictive (Criterion) Validity
  - Concurrent Validity
  - Convergence Validity
  - Discriminant Validity
- Reactivity
- Scales of Measurement
  - Nominal
  - Ordinal
  - Interval
  - Ratio
**Experimental Design**
- Confounding & Internal Validity
- Posttest-Only Design
- Selection Differences
- Pretest-Posttest Design
- Solomon Four-Group Design
- Independent Groups vs. Repeated Measures Designs
- Random Assignment
- Order & Carryover Effects
- Practice & Fatigue Effects
- Counterbalancing
- Latin Squares
- Matched Pairs Design

** Conducting Experiments**
- Participant Selection
- Manipulating IVs
- Consent Forms
- Deception
- Straightforward vs. Staged Manipulations
- Confederates
- Strength and Cost of Manipulations
- Measuring DVs
- Types of DVs (Self-Report, Behavioral, & Physiological)
- Galvanic Skin Response (GSR), functional Magnetic Resonance Imaging (fMRI), Electroencephalograph (EEG), etc.
- Sensitivity of DV
- Floor & Ceiling Effects
- Demand Characteristics
- Filler Items & Distractors
- Placebo Groups
- Experimenter Bias & Expectancy Effects
- Clever Hans
- Single- & Double-Blind Experiments
- Research Proposals
- Pilot Studies
- Manipulation Check
- Debriefing
- Communicating Results (Report, Presentation, Journal).