1. **Analogy**: The presumption behind a theoretical model; such as, the mind works like a computer.

2. **Anthropomorphizing**: Attributing human characteristics or emotions, such as happiness, to animals.

3. **Between group variance**: A measure of the dispersion among groups in an experiment.

4. **Between-subject design**: An experimental design in which each subject is tested under only one level of each independent variable.

5. **Confounding**: Simultaneous variation of a second variable with an independent variable of interest so that any effect on the dependent variable cannot be attributed with certainty to the independent variable. An inherent problem with correlational research.

6. **Control group**: A group of subjects in an experiment that does not receive the experimental treatment. The data from the control group are used as a baseline against which data from the experimental group are compared.

7. **Dependent Variable**: The variable measured and recorded by the experimenter.

8. **Double blind**: An experimental technique in which neither the subject nor the experimenter knows which subjects are in which treatment conditions.

9. **Ecological Validity**: The extent to which a research setting matches the environment of the problem under investigation; a threat to the external validity of an experiment.

10. **Experiment**: The systematic manipulation of some environment in order to observe the effect of this manipulation upon behavior.

11. **Experimental control**: Holding constant extraneous variables in an experiment so that any effect on the dependent variable can be attributed to manipulation of the independent variable.

12. **Experimental group**: A group of subjects in an experiment that receives a nonzero level of the independent variable.
13. **Extraneous variable**: Any variable that is not systematically manipulated in an experiment but that still may affect the behavior being observed.

14. **Generality of results**: The issue of whether or not a particular experimental result will be obtained under different circumstances, such as with a different subject population or in a different experimental setting.

15. **Hypothesis**: A tentative statement, subject to empirical test, about the expected relationship between variables.

16. **Independent variable**: The variable manipulated by the experimenter.

17. **Model**: An analogical theory in which a psychological process is asserted to be similar to some other process; e.g., memory works like a computer.

18. **Operational definition**: A definition of a concept in terms of the operation that must be performed to demonstrate the concept.

19. **Population**: All possible individuals making up a group of interest in a study. For example, all U.S. women constitute a population. A small proportion of a population is selected for inclusion in a study.

20. **Quasi-experiment**: An experiment in which the independent variable occurs naturally and is not under direct control of the experimenter (AKA ex post facto research).

21. **Random groups design**: When subjects are randomly assigned to conditions in a between-subjects design. When subjects are randomly assigned to treatment condition it is known as random assignment.

22. **Random sample**: A sample drawn from a population such that every member of the population has an equal opportunity to be included in the sample.

23. **Repeated measures design**: Several measures are taken on the same subject, such as several learning trials or numerous psychophysical judgements, a type of within-subjects experiment.

24. **Sample**: A relatively small number of individuals drawn from a population for inclusion in a study.

25. **Subject variable**: Some characteristics of people that can be measured or described, but cannot be
varied experimentally (e.g., height, weight, sex, I.Q., etc.).

26. **Theory**: A collection of ideas whose purpose is to describe and predict.

27. **Validity**: Refers to whether an observation or procedure is sound or genuine.

28. **Variables**: The things in research that are measured, manipulated, or controlled. Any quantity or quality that can take on a range of values.

29. **Within-group variance**: A measure of the dispersion among subjects in the same group in an experiment.

30. **Within-subject design**: An experimental design in which each subject is tested under more than one level of the independent variable.