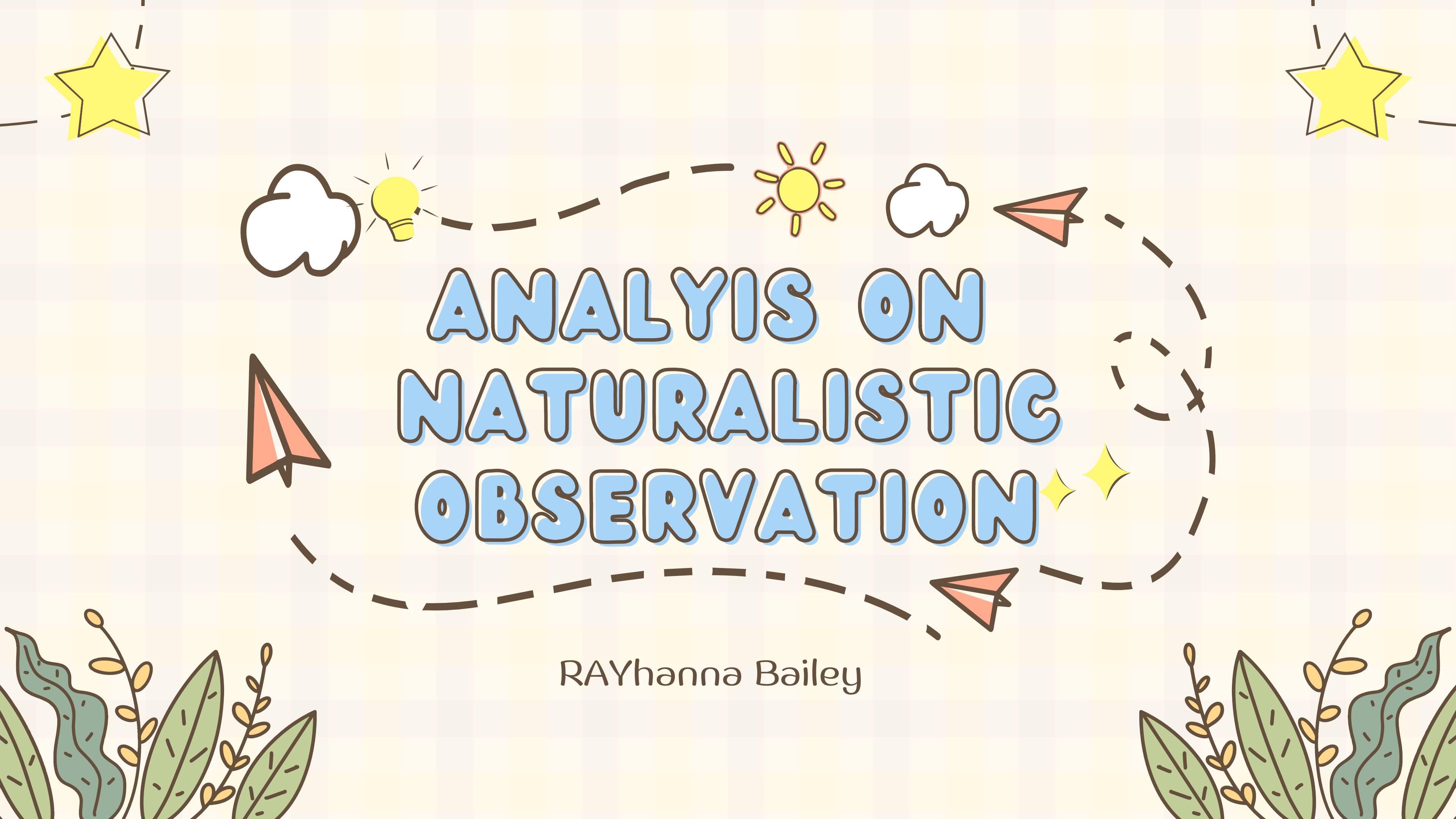




ANALYSIS ON NATURALISTIC OBSERVATION

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WHAT IS PSYCHOLOGY

The study of the human mind, behavior and mental processes.

SUBFIELDS

- Clinical Psychology- focuses on mental health
- Cognitive Psychology- studies mental health processes like memory and learning
- Social Psychology- examines how individuals are influenced by others
- Biopsychology- explores the biological basis of behavior

BIOPSYCHOLOGY

Used for understanding and treating disorders, improving learning, examining performance, and gaining deeper insight of behavior thoughts and emotions.

OBSERVATIONAL RESEARCH

researchers watching and recording behavior as it happens without interfering or making changes to the environment to gather data on natural behaviors.



NATURALISTIC OBSERVATION



- method where behaviors are studied in their natural settings without intervention or manipulation by the observer
- valuable in the early stages of research
- when it's unethical to intervene in the environment
- described as one of the most valuable tools used in psychology
- has high ecological validity representing its reliable and applicable data

HIGH ECOLOGICAL VALIDITY

the study on whether or not a study's research is applicable, resourceful, and represents real world situations, assuming the research closely mimics everyday life.

BENEFITS



allows researchers to examine complex events that cannot be replicated in a lab



audio visual recordings, provides a permanent, objective record of events that can be reviewed and analyzed multiple times, reducing researcher bias and allowing detailed examination of subtle behaviors



allows better insight for psychology on humans, animals and consumer behavior

EXAMPLE

JANE GOODALL



- used naturalistic observation to study animal behavior in their native habitats
- studied how chimpanzees make/use tools, hunt/eat, and indisputably have social/emotional lives

CONCLUSION

- research on the behaviors of the chimpanzees overturned the scientific view that those traits were exclusively human
- established a new perspective on naturalistic observation by highlighting the value of a research that offers thorough documentation without intervention or specific techniques.



THANK YOU