



# Psych Site Visit

As we explore Psychology research methodology to learn how Psychologists gather information about behavior and the environment, we'll focus on experimentation. **HOWEVER**, to kick things off, let's just use some simple & informal observation. Visit one of the following sites (or choose your own):

- Grocery store
- Train or Bus Station
- Doctor's/Dentist's Office
- Fast-Food or other restaurant
- Factory

Take detailed notes on as many of the following categories in the environment as possible:

- Colors
- Music or other sounds
- Arrangements or physical items (products, furniture, walkways, etc.)
- Any other interesting characteristics that appear designed/planned to affect human behavior

**PART 1: ANALYZE** your observations by asking **WHY & HOW** these factors shape human behavior. Have fun speculating (you're not expected to be an expert, but you are expected to make insightful guesses). For example, Do the music & colors make you want to linger and stay? Does it make sense that children's cereals are on the bottom shelf? Do snacks by the check-out aisle compel me to act a certain way? Why do they make me walk all the way through to get to the milk? Why the comfy chairs & games at dentist office?

**PART 2: CRITIQUE** the site in terms of how effective you think they are at achieving the desired effect. Is the music/ambiance right? Did they make you comfortable or too comfortable? What suggestions do you have for them to optimize their shaping of human behavior to meet their own goals?

1-2 Typed Pages

60 points