

Psychological Research

Three Levels of Analysis

MICRO Level - research conducted at this level focuses on very small units of analysis such as might be found in **the study of hormones and behavior or brainwaves and perception.**

MOLECULAR Level - most psychologists conduct research at this level. This level focuses on individuals in depth and might involve research on say **body language, individual reaction time responses, or cognitive functions.**

MOLAR Level - molar research studies persons in complex social and/or cultural situations. Examples include **research on sexual attraction, violence, worker morale, patient- therapist interactions, or the causes of prejudice.**