

Name _____

Empirical Research for the Psychodynamic Perspective

1. Michael Motley – parapexes
2. Malinowski: study of Trobriander dream patterns vs. Freudian Oedipal Complex
3. Segall: points out that Freud failed to see that Viennese fathers played a double role.
4. Ochse and Plug: Gender. Tested Erikson’s theory of psychosocial development among South Africans. Among whites, women in the age group 25 to 39 appear to develop a sense of identity before men. This may be because development of a true sense of intimacy must precede a sense of identity, not the other way around.
5. Cook’s study of Samoans and the Rorschach test
6. LeVine’s study of the three major tribes of Nigeria and the correlation between the achievement themes in their dreams and in their cultural identity.
7. Marketing Research

Tesco has asked its suppliers to grow smaller melons after focus groups of shoppers revealed that shoppers subconsciously selected fruit according to the trend in breast size.

After investigating a marked drop in melon sales, a retail psychologist’s report for Tesco suggested that the modern preference for smaller breasts, as modeled by super-model Kate Moss, is informing customers’ decision to reject larger melons.

The possibility of a subconscious relationship between breast and melon size was first raised by a member of an all-female focus group, set up when Tesco buyers sought to find out why customers consistently picked the smallest fruit in the store.

The theory was then tested by the retail psychologist, who found that seven out of 10 women questioned agreed that “breast size was the most likely subconscious factor when selecting size of melon.” Half the women went further, attesting that breast size was a conscious thought when choosing melons.

A Tesco spokesman said that the findings surprised him, but that the sales spoke for themselves. Since they introduced the smaller melons two months ago, they have sold more than a million.

8. Mark Solms: damage to the area of the brain where the limbic system meets the cortex impairs two brain activities: dreaming and wishing.
9. Hobson and McCarley; alternative theory to origin of our dreams.
10. Batesman and Holmes: 1995 – man who came for therapy for depression. When he was discussing his mother’s death, he suddenly remembered that she had committed suicide. Once he articulated this repressed memory, his symptoms were alleviated.
11. Adams et al. Study of Reaction formation/projection and homophobia. Carried out the Penile Turgidity test on men who were exposed to gay, lesbian, and heterosexual pornography. There was no significant difference when exposed to lesbian or heterosexual pornography. When shown gay pornography, 80% of homophobic men were aroused while only 30% of non-homophobic men were aroused.
12. Koehler: Study of repression. 42 German students aged 21 to 51 were shown a list of 50 words and asked what was the first thing that they associated with each word. As they responded to each word, their galvanic skin responses or GSRs (a measure of stress) were recorded. Participants were then tested for their recall of the associations they had produced for each of the words immediately and again a week later. The word associations that produced anxiety in the participants (those which triggered a strong GSR) were much more likely to be forgotten than those that did not.