Chapter 1: The Nature of Psychology

**Video Title:** Applied Research vs. Pure Research

**Video URL:** <https://www.youtube.com/watch?v=VtWEy_ksiOY>

**Run Time:** 4:03

**Source:** YouTube

**Close Caption Available:** Yes

As discussed in Chapter 1, psychology researchers typically conduct either basic or applied research. This video explains the characteristics of basic and applied research and provides examples of each.

Questions:

1. Describe the characteristics of applied research.
2. Provide three examples of applied research.
3. Describe the characteristics of basic (pure) research.
4. Provide three examples of basic (pure) research.