Why do people have low opinion of Psychology?

1. Conclusions seem obvious, just “common sense”

2. Conclusions are often wrong

3. Psychology is subject to unsavory applications

4. Subject matter is easy, doesn't require much to understand, unlike Physics

5. There is no unifying principle or theory which can incorporate (and predict) multiple observations- violates law of parsimony, definition of theory.

6. Psychology findings from experiments are artificial, can't be applied to real life.
How do people get information about psychology?

1. **Psychology Section of Bookstore:**

   - Old Style Classics:

   - Pseudoscience masquerading as psychology:

   - Self-Help Literature:

2. **Electronic Media:**

   - Dr. Phil Effect

   - “Media logic”:

   - Scientists cautious about stating strong conclusions are rarely quoted

3. **Contributions made by psychologists are usurped by other fields/labels**

4. **Psychologists are their own worst enemies**

5. **Public feels their beliefs about human behavior is as valid as a psychologist’s-idea that psychological claims are just a matter of opinion, not fact.**