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APPLIED RESEARCH IN EXPERIMENTAL PSYCHOLOGY IN THE FIELD OF INTERCULTURAL COMMUNICATION

Among the many branches of psychological knowledge, experimental psychology holds a special place. Experimental psychology is the foundation upon which all psychological disciplines are built, and understanding any course in psychology, whether social, medical, or educational, requires mastering the fundamentals of psychological experimentation. The use of the experimental method in psychological research has secured psychology's status as a scientific discipline. Any psychologist, practical psychologist-consultant, and research psychologist use psychological experiments to one degree or another in their professional activities.

Why study experimental psychology? When exploring a new field of knowledge, one should always begin by answering the questions "why?" and "what for?" When a person knows how and where they can apply certain knowledge to their benefit, they begin to see the value in acquiring it. This dispels formalism in their approach to the subject, the psychologist becomes interested, and a strong, positive intrinsic motivation develops. Studying experimental psychology makes sense because its subject is the most fundamental knowledge needed to be a true psychologist. Knowledge of psychological research methods, and especially the specifics of organizing and conducting experiments, is a necessary part of psychological education.

What does this knowledge give a psychologist? Firstly, it provides an understanding of how psychological research is conducted and the necessary skills. This will be useful to students because they will be able to, first under the guidance of a teacher and then independently, engage in research:

1. Participate in the writing of scientific articles on psychology, which mostly require their own practical research, as well as in student paper competitions at various levels;
2. Conduct scientific research and present its results at student scientific and practical conferences;
3. Prepare high-quality practical portions of course projects and papers, which must include simple psychological research;

4. Present the results of your own empirical research in your final qualifying (diploma) thesis and defend it with high marks;

5. Enter graduate school, write and defend a dissertation for a PhD in psychology, which requires conducting a psychological experiment;

6. Enroll in doctoral studies, write and defend a dissertation for the degree of Doctor of Psychology.

This is the professional development trajectory for any future psychologist who wants to pursue a career in science. This can result in defending a dissertation based on scientific research that emphasizes experimental psychology.

Secondly, experimental psychology should be understood and utilized correctly. It provides a solid foundation for mastering other psychological disciplines (developmental psychology, social psychology, etc.). Although experiments from different fields of psychological knowledge differ from one another, they are all based on a common method or approach to gaining knowledge about the subject matter of a particular psychological discipline.

Third, even if much of the information in an experimental psychology course isn't useful in the real-life work of a future psychologist, knowledge of research methods will make their thinking more flexible, discerning, and critical.

Currently, there are numerous literary sources of psychological knowledge, both reputable and unworthy. And it's precisely the latter that often differs from the former by the absence of experimental research or the presence of surrogate forms of it. To discern which sources of psychological knowledge are trustworthy and which are not, it's necessary to have at least a basic knowledge of experimental psychology.

Otherwise, a psychologist working with clients risks using substandard methods, which can be harmful. In other words, ignorance of the fundamentals of experimental psychology undermines a psychologist's professionalism, regardless of their specialization.

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