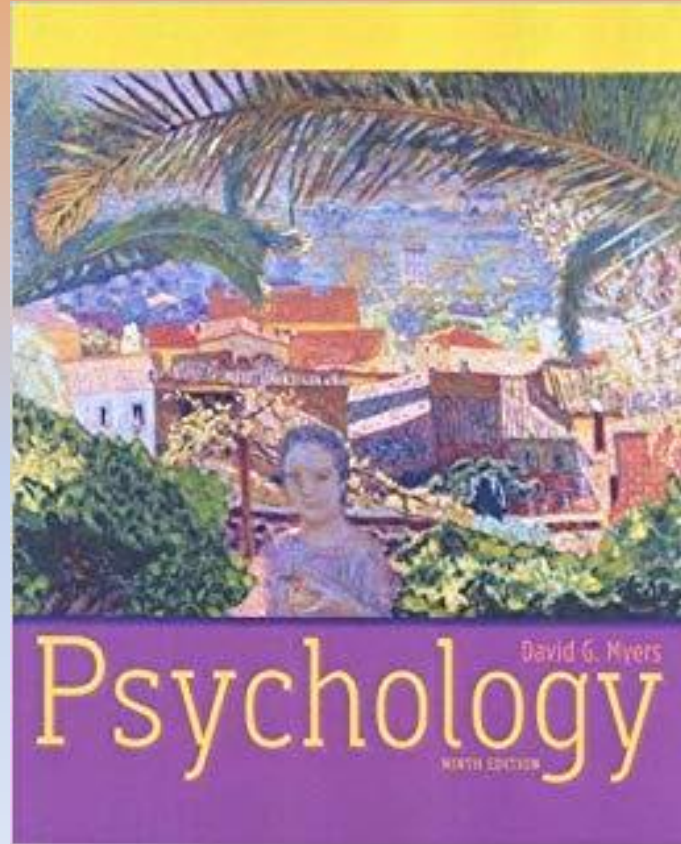


Psychology 11



Unit 1: Chapter 1

Guiding Questions...

Psychology's History and Approaches



1) Where did Psychology Start?
Why?

2) How do we as Psychologists
explain human behaviour?

3) What are the contemporary
approaches (or points of
view/perspectives) we use to try
and explain behaviour? Which
ones make most sense to you?

Unit Overview

- What is Psychology?
- Contemporary Psychology



What is Psychology?



Psychology's Roots

Prescientific Psychology

- Ancient Greeks
 - Socrates
 - Plato
 - Aristotle

Psychology's Roots

Prescientific Psychology

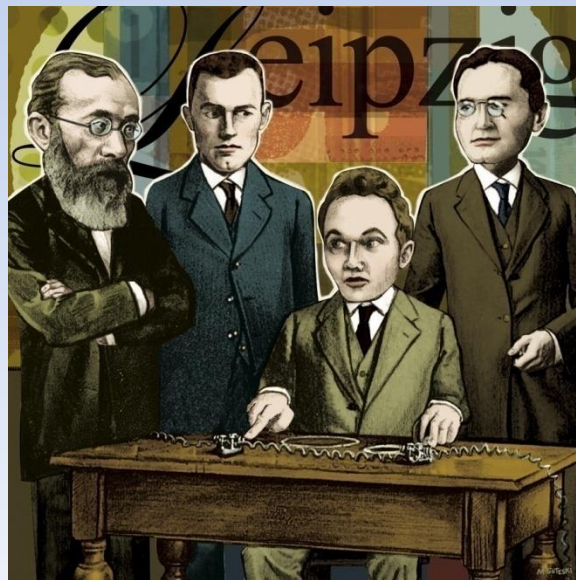
- Rene Descartes
- Francis Bacon
- John Locke
 - Tabula Rasa
(blank slate)
- Empiricism



Psychology's Roots

Psychological Science is Born

- Wilhelm Wundt (1879)
 - University of Leipzig
 - Reaction time experiment



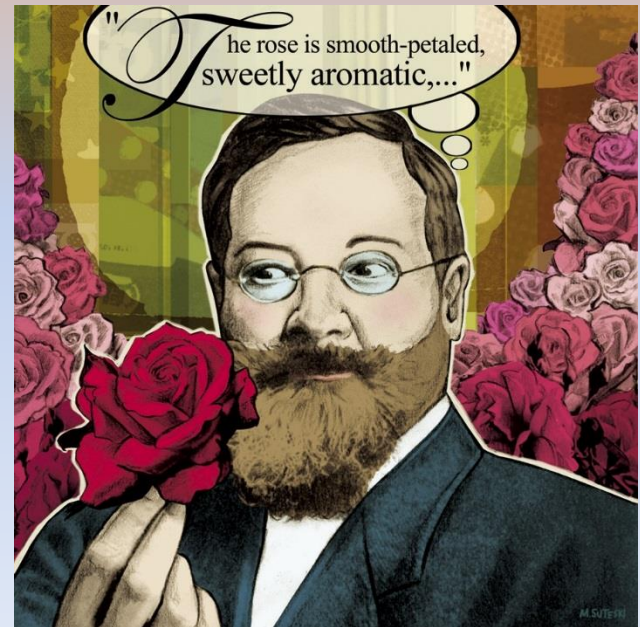
Psychology's Roots

Thinking About the Mind's Structure

- Edward Titchener

- Structuralism

An early school of psychology that used **introspection** to explore the structural elements of the human mind.



Psychology's Roots

Thinking About the Mind's Function

- **William James**

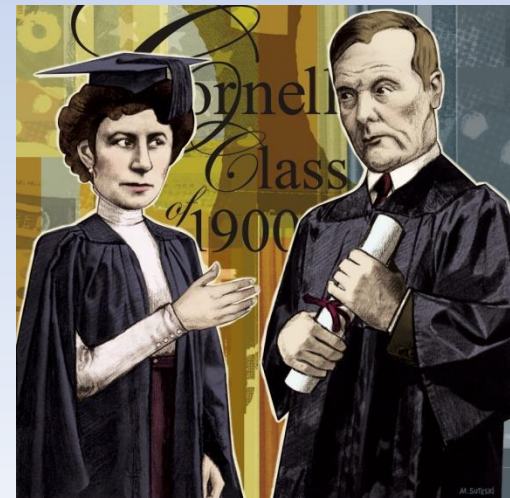
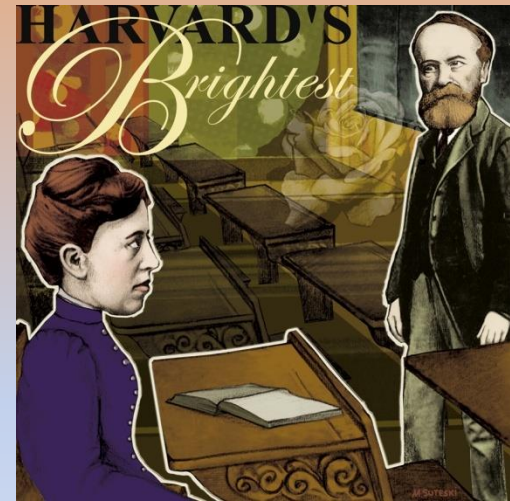
- Functionalism

- a school of psychology that focused on how our mental and behavioral processes function – how they enable us to adapt, survive, and flourish.

- Mary Calkins

- Margaret Floy Washburn

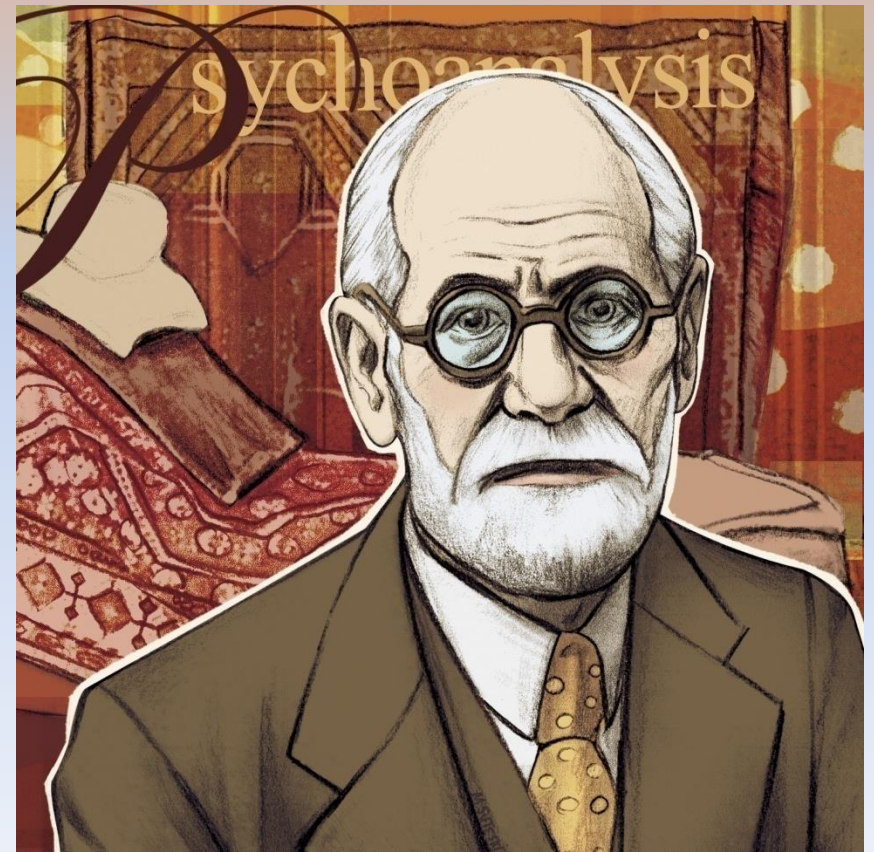
- Experimental psychology



Psychological Science Develops

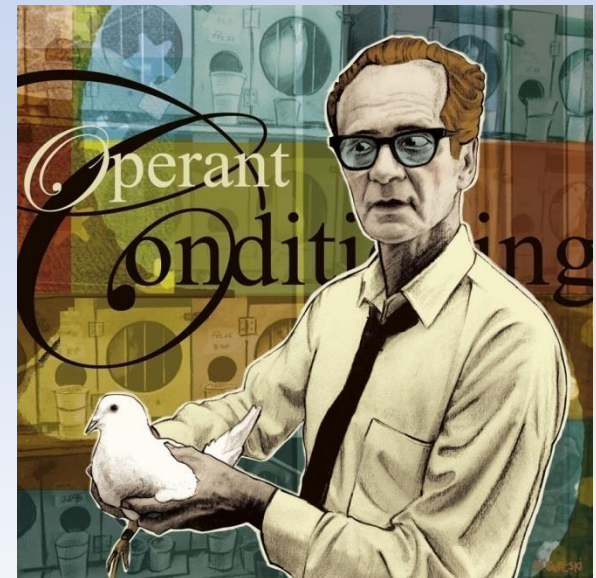
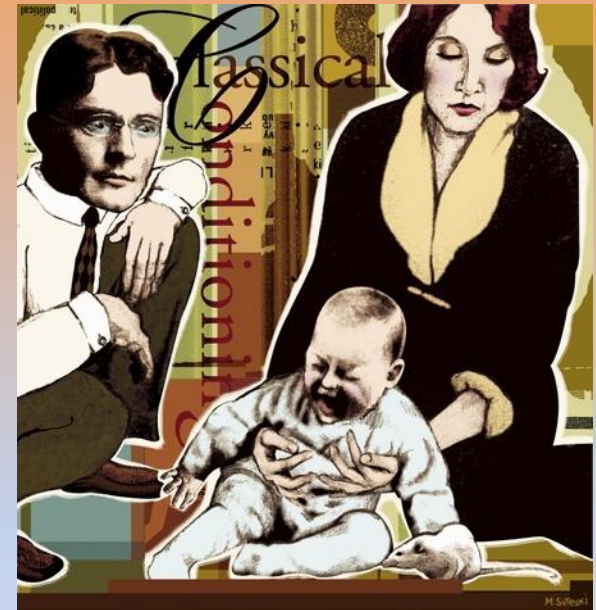
- **Sigmund Freud – 1900**

dream theory, unconscious, personality, psychodynamic theory



Psychological Science Develops

- Behaviorism
 - John B. Watson
 - B.F. Skinner
 - Thorndike
 - ***“study of observable behavior”***



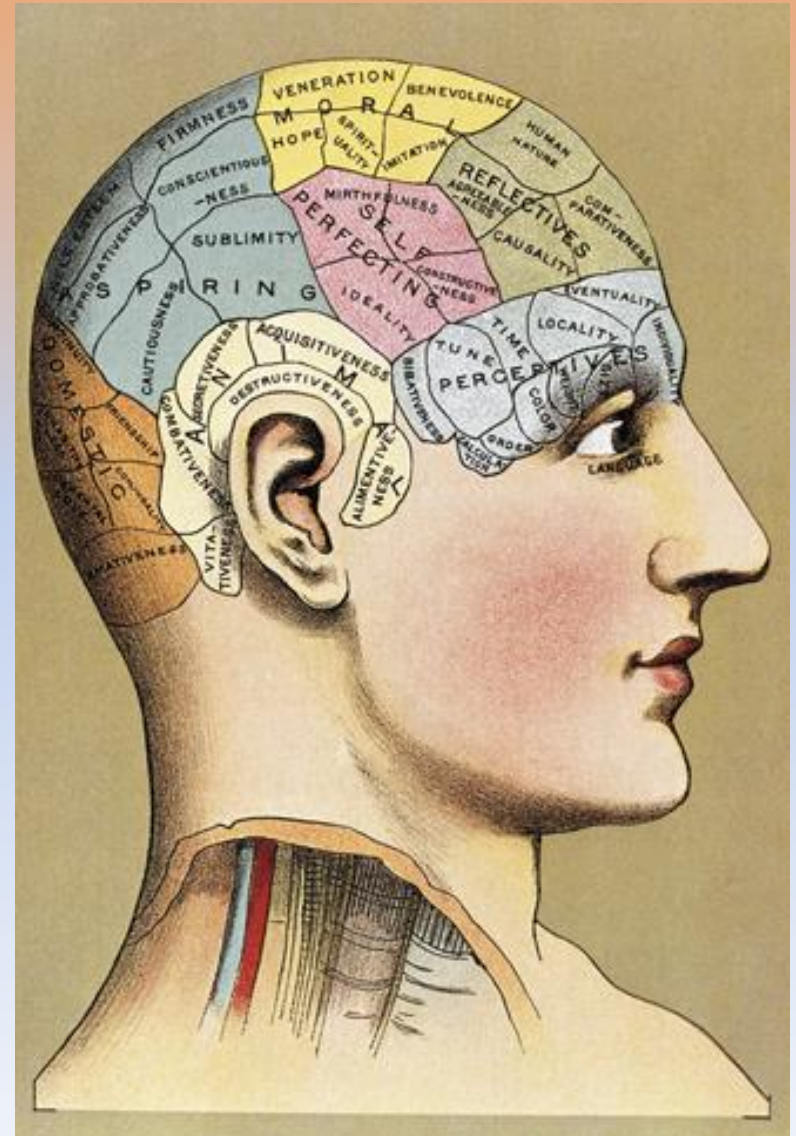
Psychological Science Develops

- Humanistic psychology
 - Carl Rogers
 - Abraham Maslow
- Cognitive Neuroscience



Psychological Science Develops

- Psychology
 - science of behaviour & mental processes



Contemporary Psychology

2015

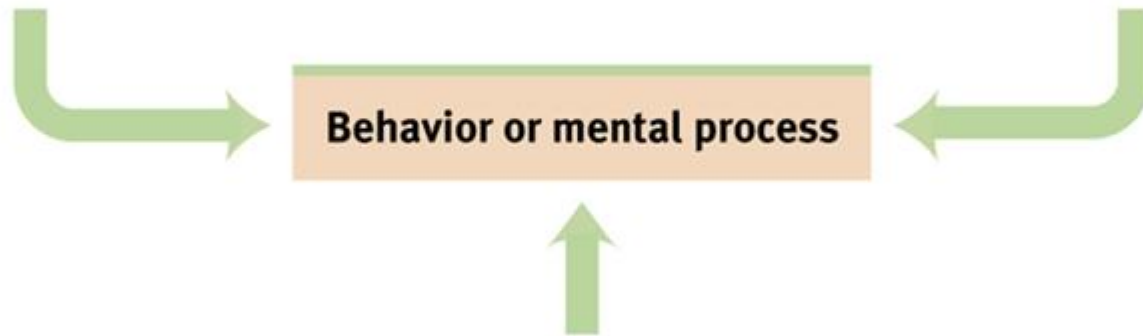


Psychology's Biggest Question

- Nature – Nurture Issue
 - Biology versus experience
 - History
 - Greeks
 - Rene Descartes
 - Charles Darwin
 - Natural selection



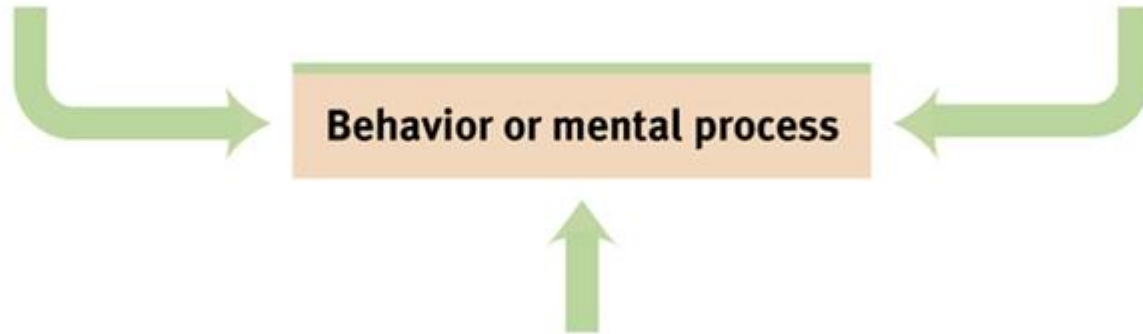
Psychology's Three Main Levels of Analysis



Psychology's Three Main Levels of Analysis

Biological influences:

- natural selection of adaptive traits
- genetic predispositions responding to environment
- brain mechanisms
- hormonal influences



Psychology's Three Main Levels of Analysis

Biological influences:

- natural selection of adaptive traits
- genetic predispositions responding to environment
- brain mechanisms
- hormonal influences

Psychological influences:

- learned fears and other learned expectations
- emotional responses
- cognitive processing and perceptual interpretations

```
graph TD; A["Biological influences:  
• natural selection of adaptive traits  
• genetic predispositions responding to environment  
• brain mechanisms  
• hormonal influences"] --> C["Behavior or mental process"]; B["Psychological influences:  
• learned fears and other learned expectations  
• emotional responses  
• cognitive processing and perceptual interpretations"] --> C;
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Behavior or mental process

Psychology's Three Main Levels of Analysis

Biological influences:

- natural selection of adaptive traits
- genetic predispositions responding to environment
- brain mechanisms
- hormonal influences

Psychological influences:

- learned fears and other learned expectations
- emotional responses
- cognitive processing and perceptual interpretations

Behavior or mental process

Social-cultural influences:

- presence of others
- cultural, societal, and family expectations
- peer and other group influences
- compelling models (such as in the media)

Psychological Approaches/Perspectives

- Biological psychology
- Evolutionary psychology
- Psychodynamic psychology
- Behavioral psychology
- Cognitive psychology
- Humanistic psychology
- Social-cultural psychology

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach	Focus

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Biological

How the body and brain enable emotions, memories, and sensory experiences; how genes combine with environment to influence individual differences

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Biological

How the body and brain enable emotions, memories, and sensory experiences; how genes combine with environment to influence individual differences

Evolutionary

How the natural selection of traits promoted the survival of genes

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Biological

How the body and brain enable emotions, memories, and sensory experiences; how genes combine with environment to influence individual differences

Evolutionary

How the natural selection of traits promoted the survival of genes

Psychodynamic

How behavior springs from unconscious drives and conflicts

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach	Focus

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach	Focus
Behavioral	How we learn observable responses

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Behavioral

How we learn observable responses

Cognitive

How we encode, process, store, and retrieve information

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Behavioral

How we learn observable responses

Cognitive

How we encode, process, store, and retrieve information

Humanistic

How we meet our needs for love and acceptance and achieve self-fulfillment

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Behavioral

How we learn observable responses

Cognitive

How we encode, process, store, and retrieve information

Humanistic

How we meet our needs for love and acceptance and achieve self-fulfillment

Social-cultural

How behavior and thinking vary across situations and cultures

Psychology's Subfields

- Psychometrics
- Basic Research
 - Developmental psychology
 - Educational psychology
 - Personality psychology
 - Social psychology



Psychology's Subfields

- Applied Research
 - Industrial/organizational psychology
 - Human factors psychology
 - Counseling psychology
 - Clinical psychology
 - Psychiatry



Tips for Studying Psychology

- SQ3R
- Study Tips
 - Distribute your study time
 - Learn to think critically
 - In class, listen actively
 - Overlearn
 - Be a smart test-taker



The End

Division title (green print) subdivision title (*blue print*)

- XXX
 - XXX
 - XXX

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subdivision title (*blue print*)

Use this slide to add a table, chart, clip art, picture, diagram, or video clip. Delete this box when finished

Definition Slide

= add definition here



Definition Slides

Empiricism

= the view that knowledge originates in experience and that science should, therefore, rely on observation and experimentation.



Structuralism

= an early school of psychology that used introspection to explore the structural elements of the human mind.



Functionalism

= a school of psychology that focused on how our mental and behavioral processes function – how they enable us to adapt, survive, and flourish.



Experimental Psychology

= the study of behavior and thinking using the experimental method.



Behaviorism

- = the view that psychology (1) should be an objective science that (2) studies behavior without reference to mental processes.
- Most research psychologists today agree with (1) but not with (2).



Humanistic Psychology

= historically significant perspective that emphasized the growth potential of healthy people and the individual's potential for personal growth.



Cognitive Neuroscience

= the interdisciplinary study of the brain activity linked with cognition (including perception, thinking, memory, and language).



Psychology

= the science of behavior and mental processes.



Nature-Nurture Issue

- = the longstanding controversy over the relative contributions that genes and experience make to the development of psychological traits and behaviors.
- Today's science sees traits and behaviors arising from the interaction of nature and nurture.



Natural Selection

= the principle that, among the range of inherited trait variations, those contributing to reproduction and survival will most likely be passed on to succeeding generations.



Levels of Analysis

= the differing complementary views, from biological to psychological to social-cultural, for analyzing any given phenomenon.



Biopsychosocial Approach

= an integrated approach that incorporates biological, psychological, and social-cultural levels of analysis.



Biological Psychology

= a branch of psychology that studies the links between biological (including neuroscience and behavior genetics) and psychological processes.



Evolutionary Psychology

= the study of the roots of behavior and mental processes using the principles of natural selection.



Psychodynamic Psychology

= a branch of psychology that studies how unconscious drives and conflicts influence behavior, and uses that information to treat people with psychological disorders.



Behavioral Psychology

= the scientific study of observable behavior, and its explanation by principles of learning.



Cognitive Psychology

= the scientific study of all the mental activities associated with thinking, knowing, remembering, and communicating.



Social-Cultural Psychology

= the study of how situations and cultures affect our behavior and thinking.



Psychometrics

= the scientific study of the measurement of human abilities, attitudes, and traits.



Basic Research

= pure science that aims to increase the scientific knowledge base.



Developmental Psychology

= the scientific study of physical, cognitive, and social change throughout the life span.



Educational Psychology

= the study of how psychological processes affect and can enhance teaching and learning.



Personality Psychology

= the study of an individual's characteristic pattern of thinking, feeling, and acting.



Social Psychology

= the scientific study of how we think about, influence, and relate to one another.



Applied Research

= scientific study that aims to solve practical problems.



Industrial-Organizational (I/O) Psychology

= the application of psychological concepts and methods to optimizing human behavior in workplaces.



Human Factors Psychology

= the study of how people and machines interact resulting in the design of machines and environments.



Counseling Psychology

= a branch of psychology that assists people with problems in living (often related to school, work, and marriage) and in achieving greater well-being.



Clinical Psychology

= a branch of psychology that studies, assesses, and treats people with psychological disorders.



Psychiatry

= a branch of medicine dealing with psychological disorders; practiced by physicians who often provide medical (for example, drug) treatments as well as psychological therapy.



SQ3R

= a study method incorporating five steps;
Survey, Question, Read, Rehearse,
Review.

