

Lecture 1

The Study of Psychology



1

Psychology is the science of behavior and cognition.

Psychologists study easily observable behaviors, mental processes, and physiological reactions in humans and animals.

The ultimate aim of psychology is to understand behavior and help people.

Psychologists seek to understand behavior through four basic goals:

1. description
2. prediction
3. control
4. explanation.

2

Five major schools of thought help trace psychology's formal history.

1. The first psychology laboratory was set up in 1879 by **Wilhelm Wundt** at the University of Leipzig to analyze the elements of mental life through introspection in the school called **structuralism**.
2. **William James** of Harvard University influenced **functionalism**, which included the study of overt behavior as well as conscious experience.
3. In 1913, **John Watson** excluded everything except overt behavior, in the school of **behaviorism**.
4. **Psychoanalysis**, under the leadership of **Sigmund Freud**, broadened the view point of psychology by including unconscious mind.
5. **Gestalt** psychologists studied whole or complete perceptions rather than individual elements.

Today's approaches to the study of psychology include **the biological, humanistic, psychoanalytic, cognitive, and behavior perspectives**.

3

The Psychological Association has numerous divisions which represent the different subfields and interest areas in psychology.

Some of the subfields in psychology include: clinical, counseling, school, educational, social, industrial, developmental, and experimental psychology.



4

Psychologists use the scientific method of research , in which hypotheses are tested, data are interpreted, and results are published.

Basic research is conducted to obtain information for its own sake, whereas applied research is conducted to help solve a practical problem.

Naturalistic observation

The research method of naturalistic observation involves the objective recording of what you see and hear when watching people or animals in their natural environment.



Interview

The interview research method, the subject interacts with the psychologist by responding to questions being asked. Interviews can be structured or unstructured.



The image consists of a vertical strip on the left side of the slide, containing four distinct images stacked on top of each other. From top to bottom: a blue clock face with black hands on a blue background; a red clock face with black hands on a red background; a stack of white papers with black outlines on a green background; and another stack of white papers with black outlines on a blue background.

Survey

In the survey research method, written questions are presented to the respondent. Research with a survey, or questionnaire, allows psychologists to obtain a great deal of information in a brief time.

Test

Psychologists use many types of tests to measure people's abilities, interests, personality, and intelligence.



Case study

The case study is a reconstruction of a person's life to discover the background leading to the current situation.



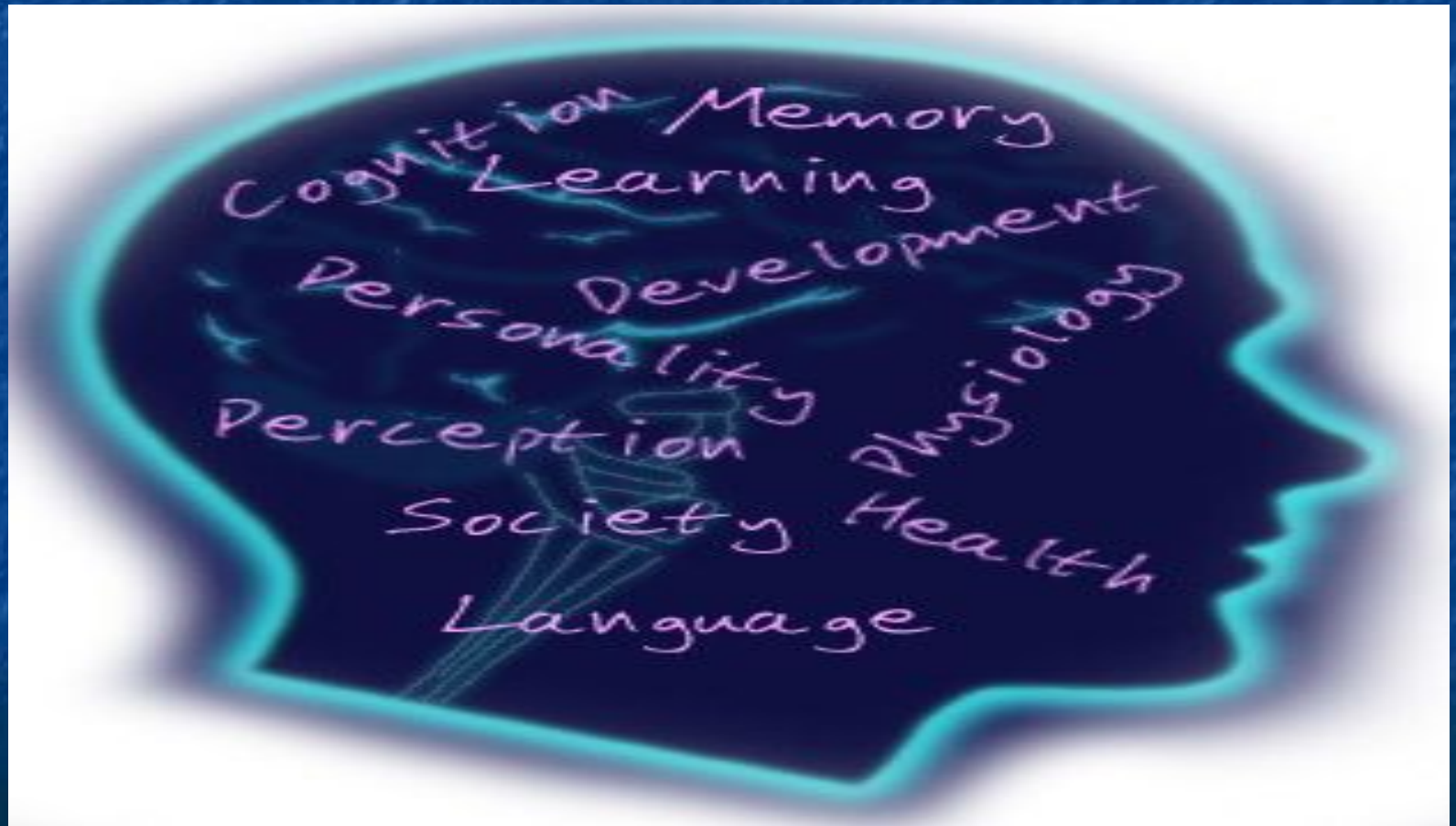
Experiment

The experiment allows us to infer cause-effect relationships among variables of interest.

Psychologists have a strict code of ethics when dealing with human or animal subjects.



Psychology is a science of cognition and behavior



5 schools of Psychology

**Structuralis
m**

**Functionali
sm**

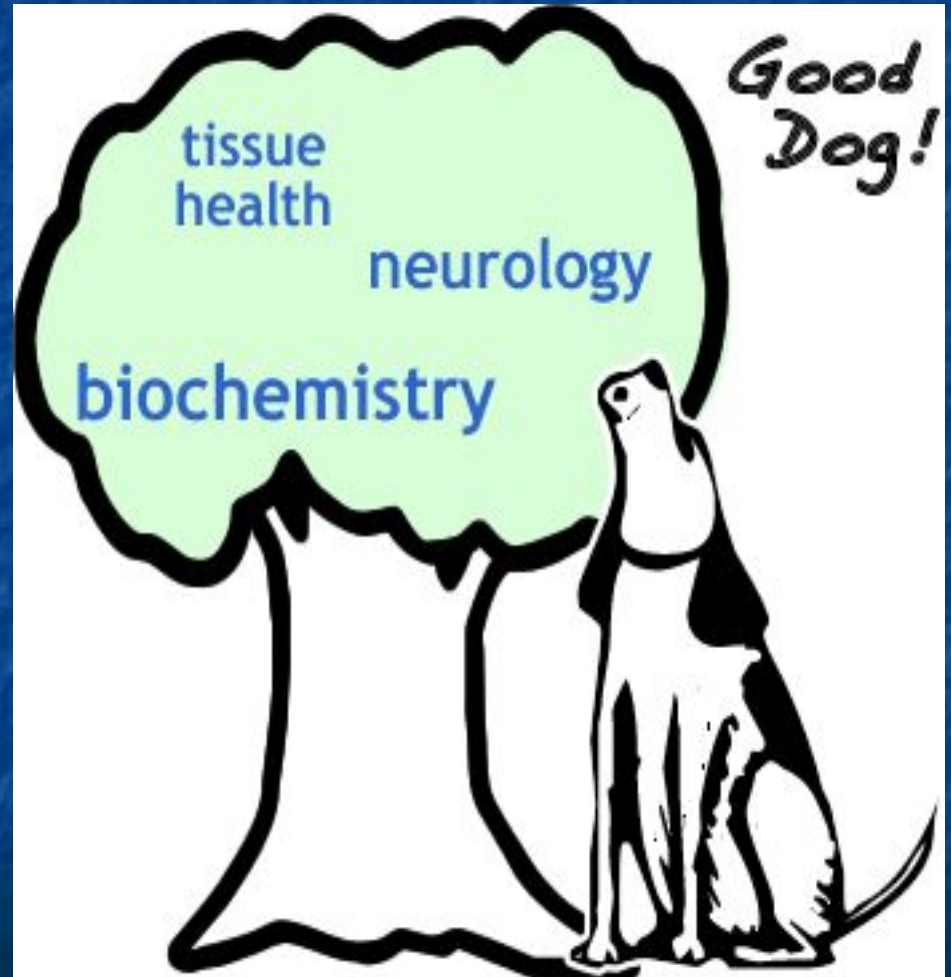
**Behavioris
m**

**Psychoanal
ysis**



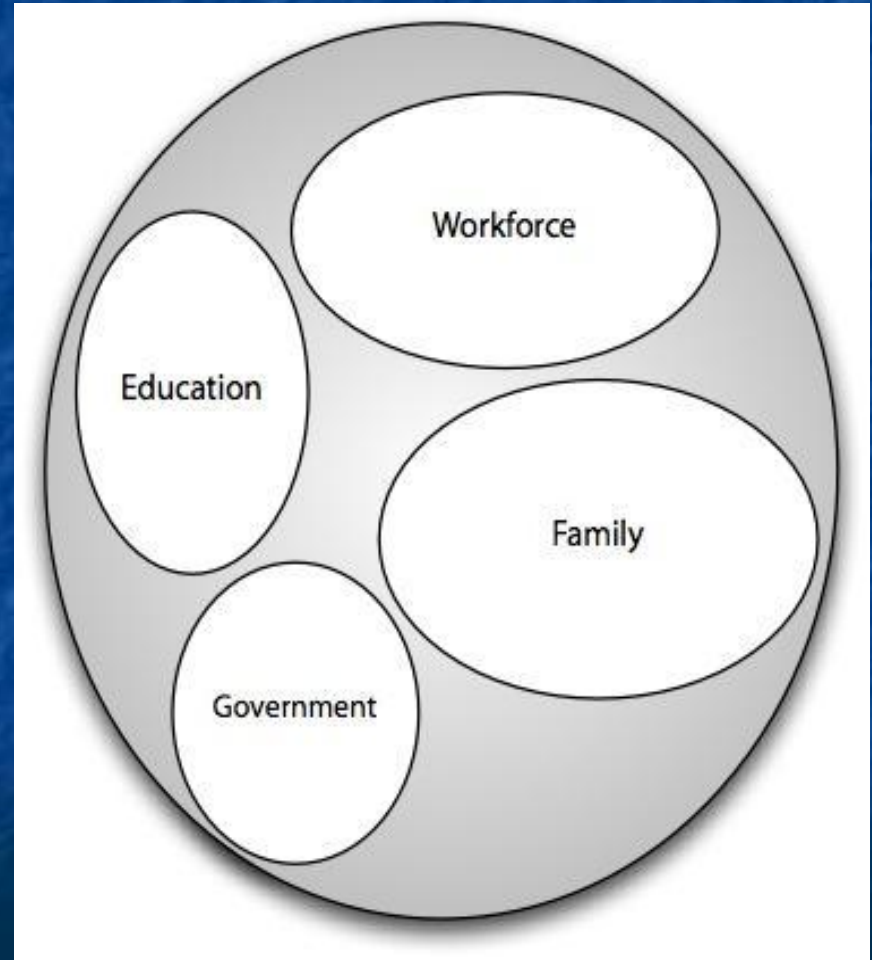
Structuralism

**They
studied the
conscience
of mind of
the method
of
introspecti
on**



Functionalism

**They
believed that
Psychology
should
explain the
function of
consciousness as it
influences
behavior**



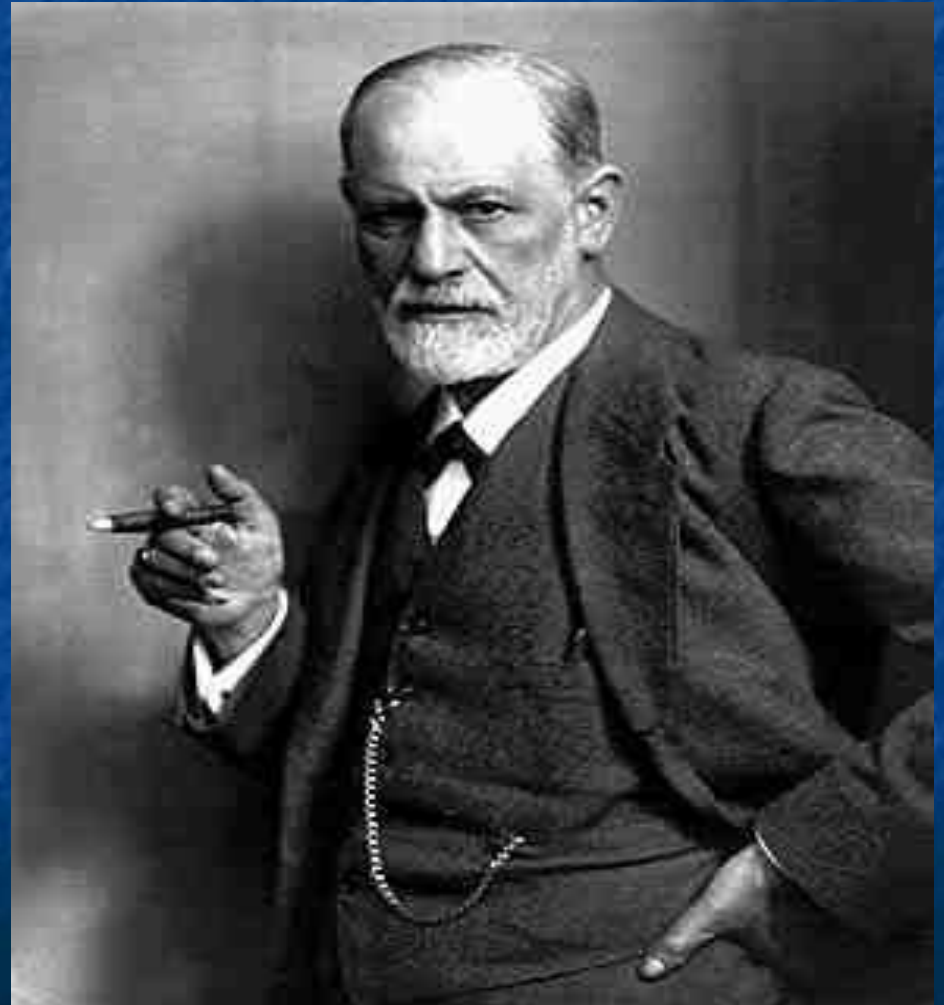
Behaviorism

**They
concentrat
ed on the
objective
measurem
ent of
observable
behavior**



Psychoanalysis

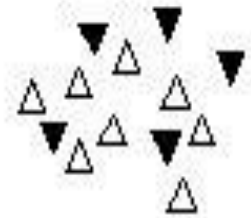
**He believed
that past
experiences
of which a
person is
unaware
significantly
influence
current
behavior**



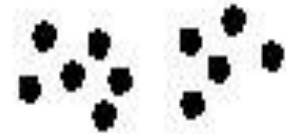
Gestalt

**They
believed
that
people
are
more
than the
sum of
the
parts**

Similarity



Proximity



Good continuation



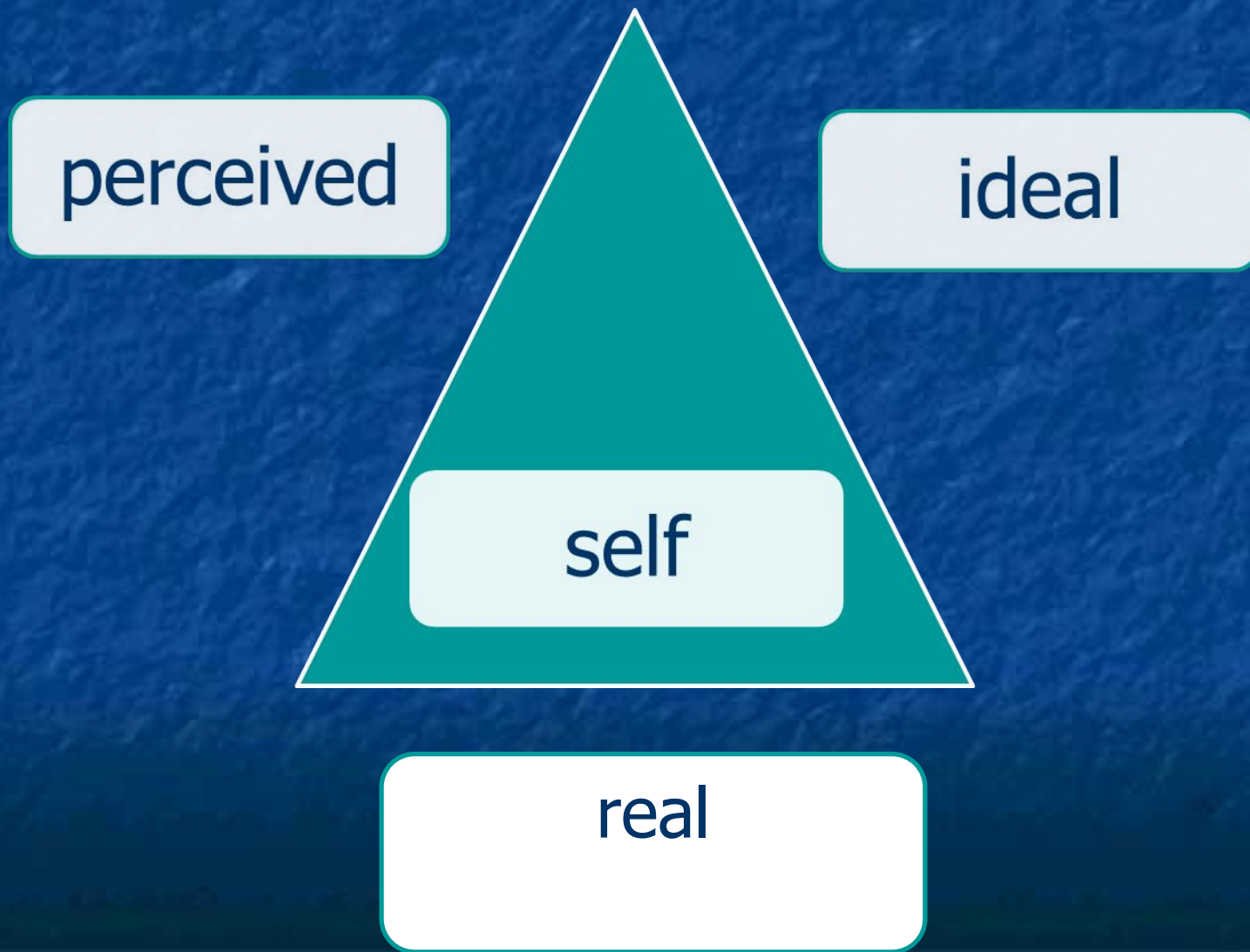
Symmetry



Periodicity



Carl Roger's theory about self

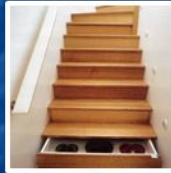


Memory processes



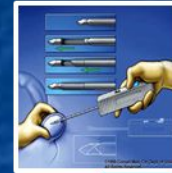
encoding

- The process of putting into our memory's system



storage

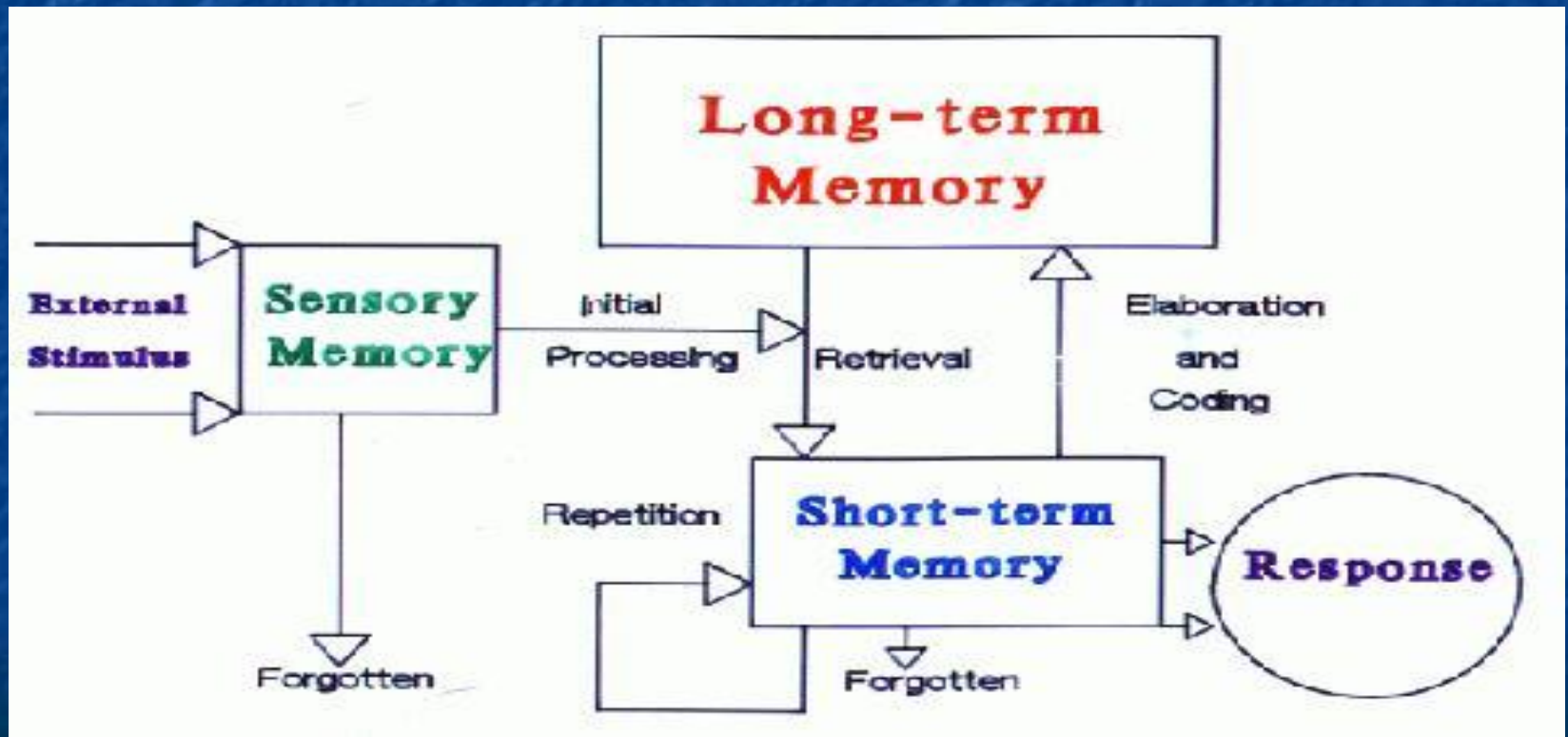
- The process of retaining info in our memory system for some time



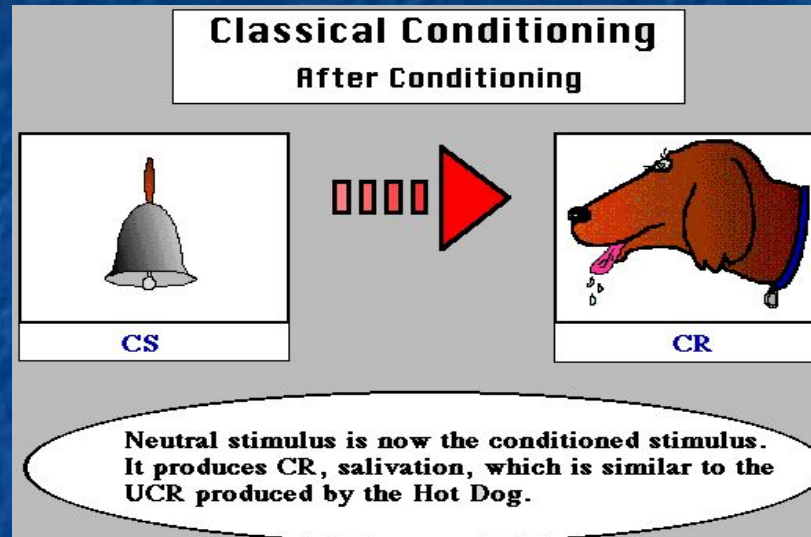
retrieval

- Pulling info out of the memory system

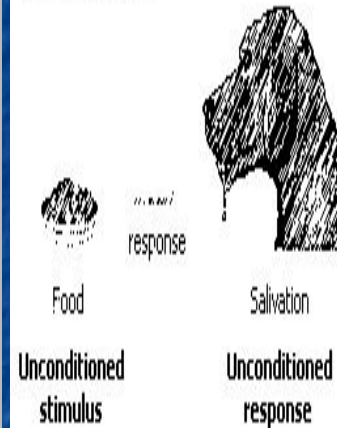
Stages of memory storage



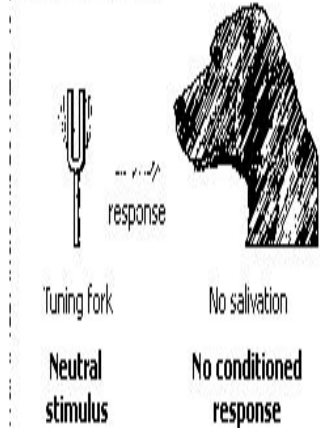
Ivan Pavlov



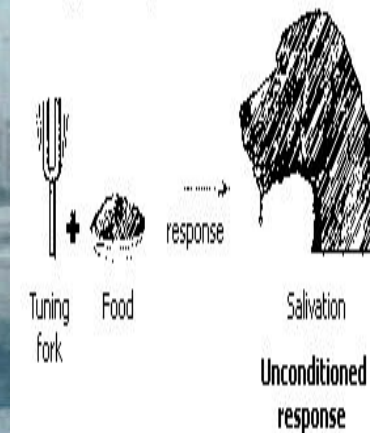
1. Before conditioning



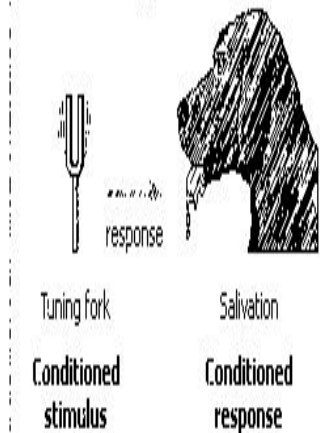
2. Before conditioning



3. During conditioning



4. After conditioning



Thinking and Intelligence

Thinking

Mental activity of manipulating symbols

Language

Form of communication utilizing manipulation of symbols to convey meaning

Intelligence

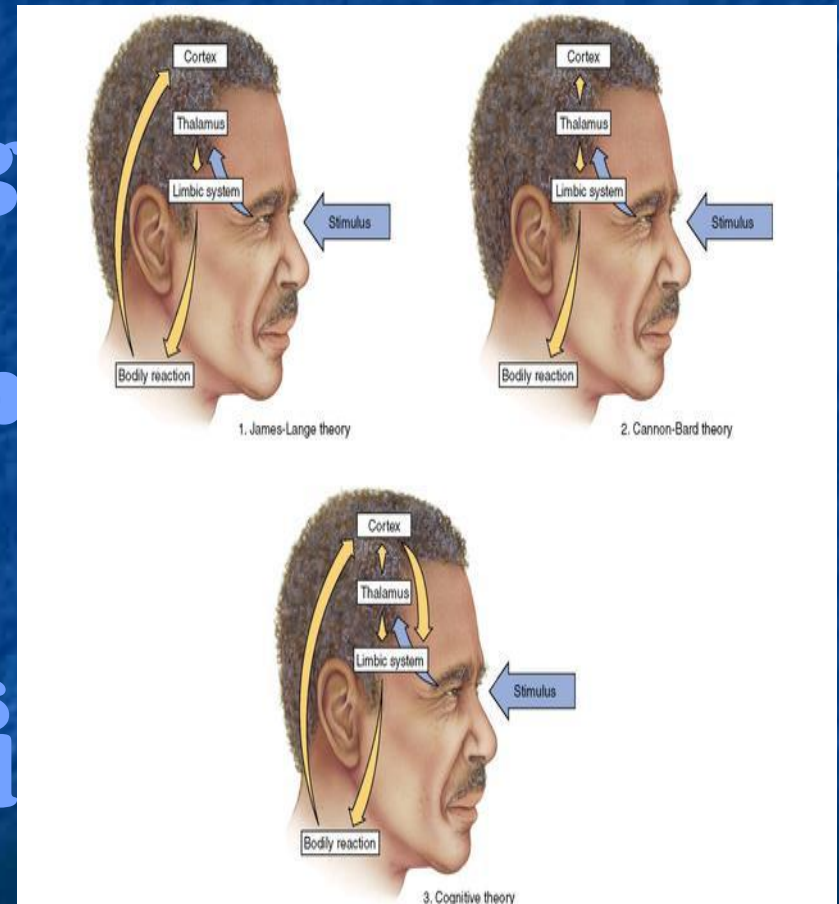
Capacity to learn which utilizes the ability to communicate through language and can be improved through problems solving

Maslow's Hierarchy of Needs



The James-Lange Theory

behavior precedes feeling
we feel sad
because we are
crying, we jump
quickly to
safety: when a
car is
approaching us
and then we feel
fear or anger. It
is untestable,
many scientifics
criticized this



Love is the most complete relationship

Romantic	Realistic	Passionate	Companionate
Excitement Arousal Urgency	Practical Calm Solid	Sexual Exclusive Anxiety Tentativeness	Deep attachment Respect Affection Loyalty Less intense

Types of stress

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graph TD; A[Types of stress] --> B[Distress]; A --> C[Eustress]; B --> D[Divorce]; C --> E[Winning a lottery]
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Distress

Divorce

Eustress

Winning
a lottery