

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.



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.



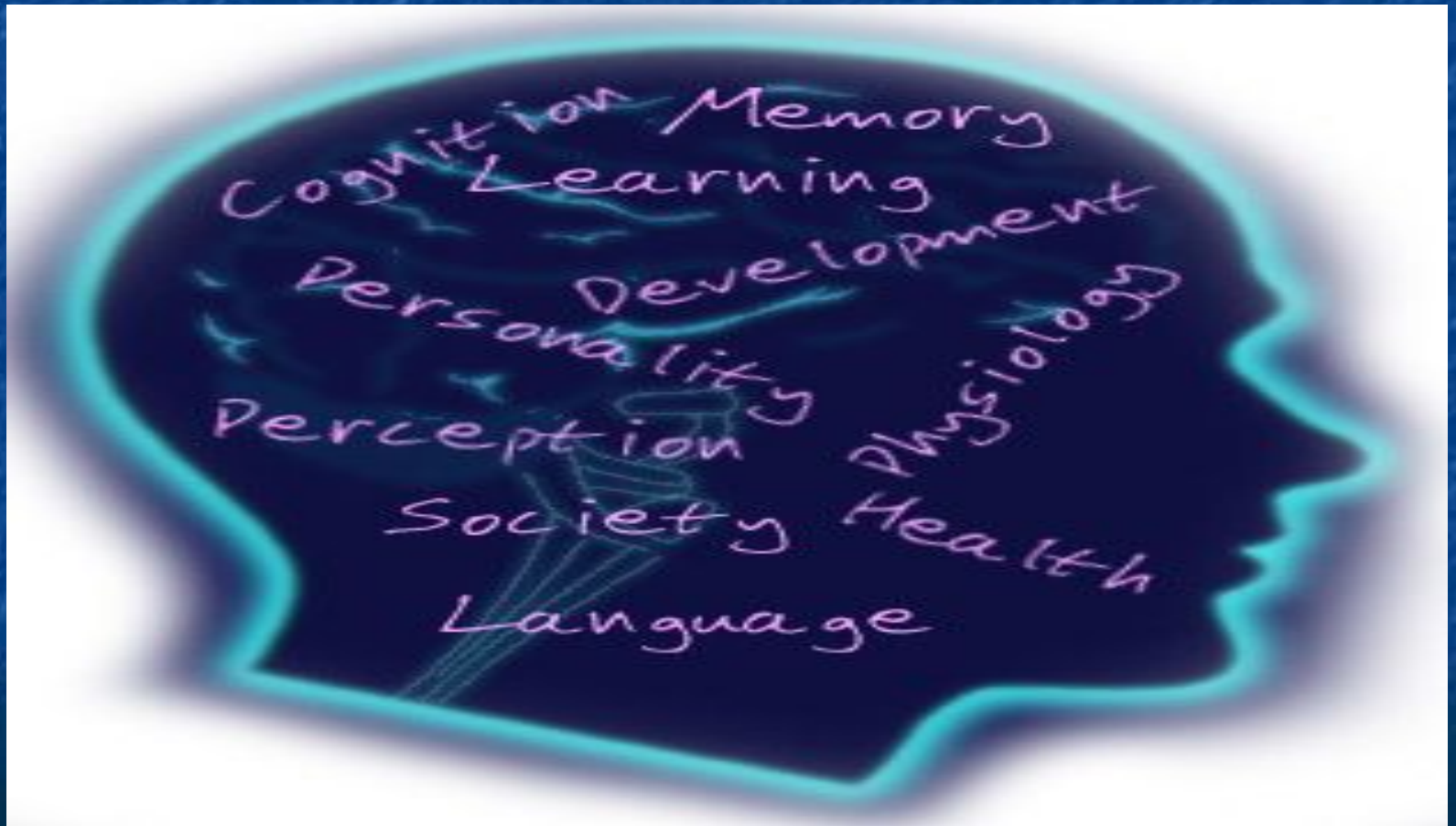
Experiment

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

Structuralism

Functionalism

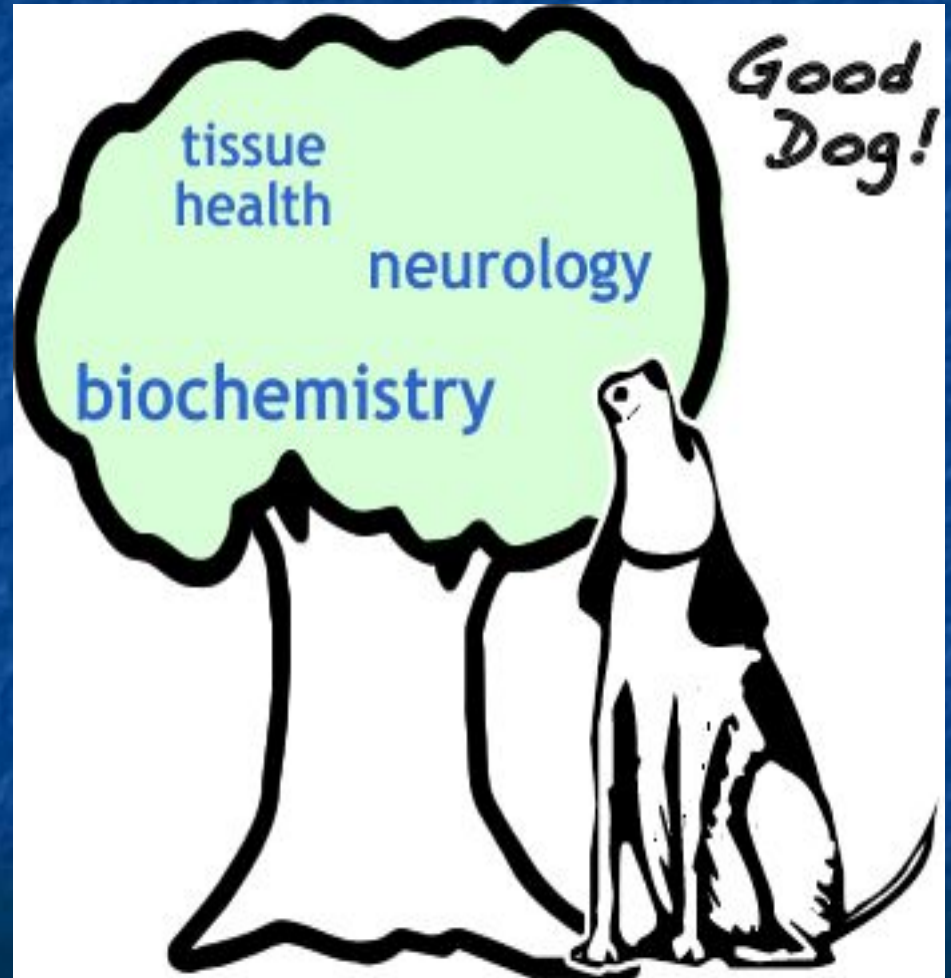
Behaviorism

Psychoanalysis



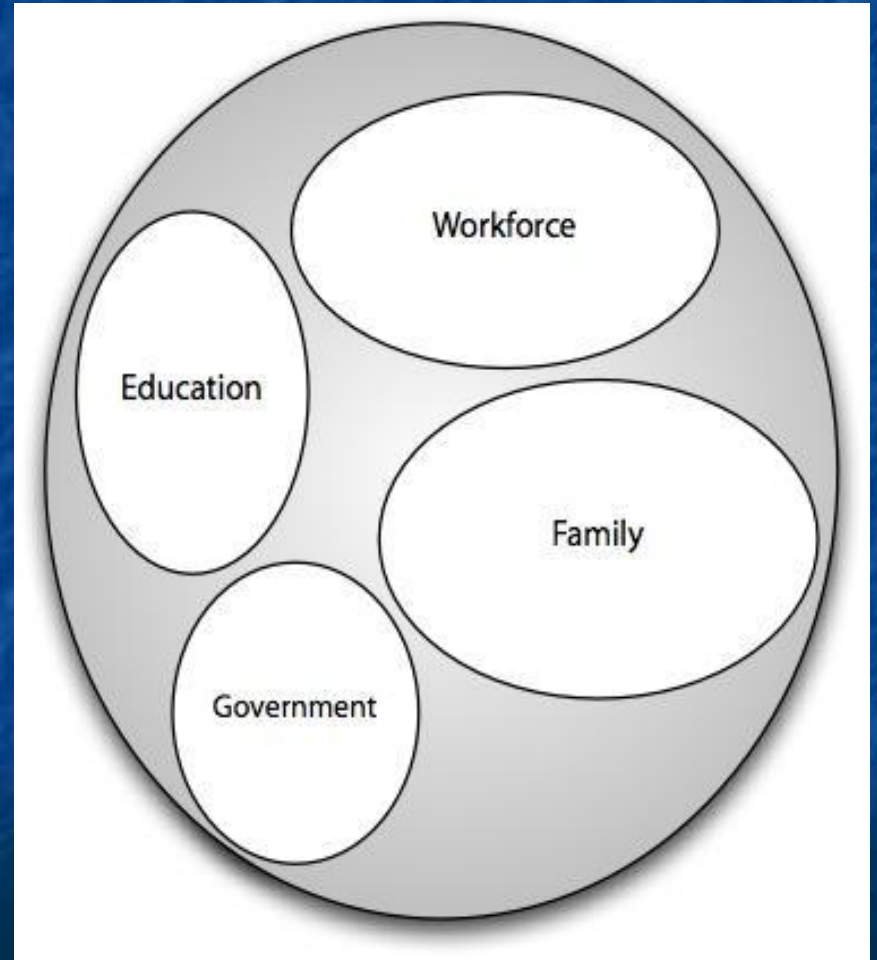
Structuralism

They studied the conscience of mind of the method of introspection



Functionalism

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



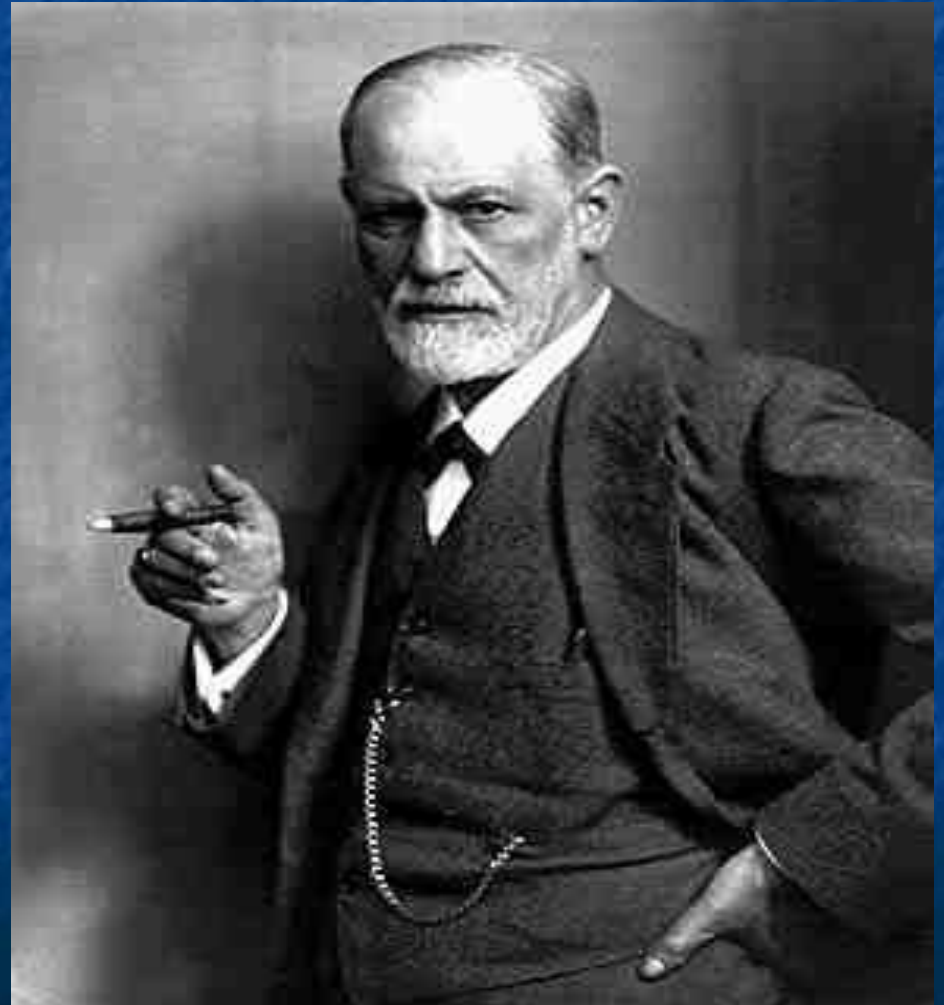
Behaviorism

**They
concentrat
ed on the
objective
measur
ment of
observable
behavior**



Psychoanalysis

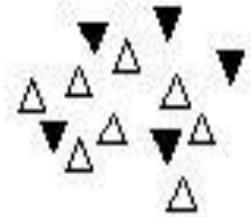
He believed that past experiences of which a person is unaware significantly influence current behavior



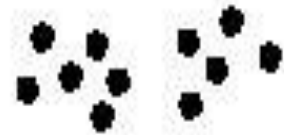
Gestalt

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

Similarity



Proximity



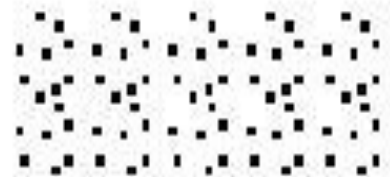
Good continuation



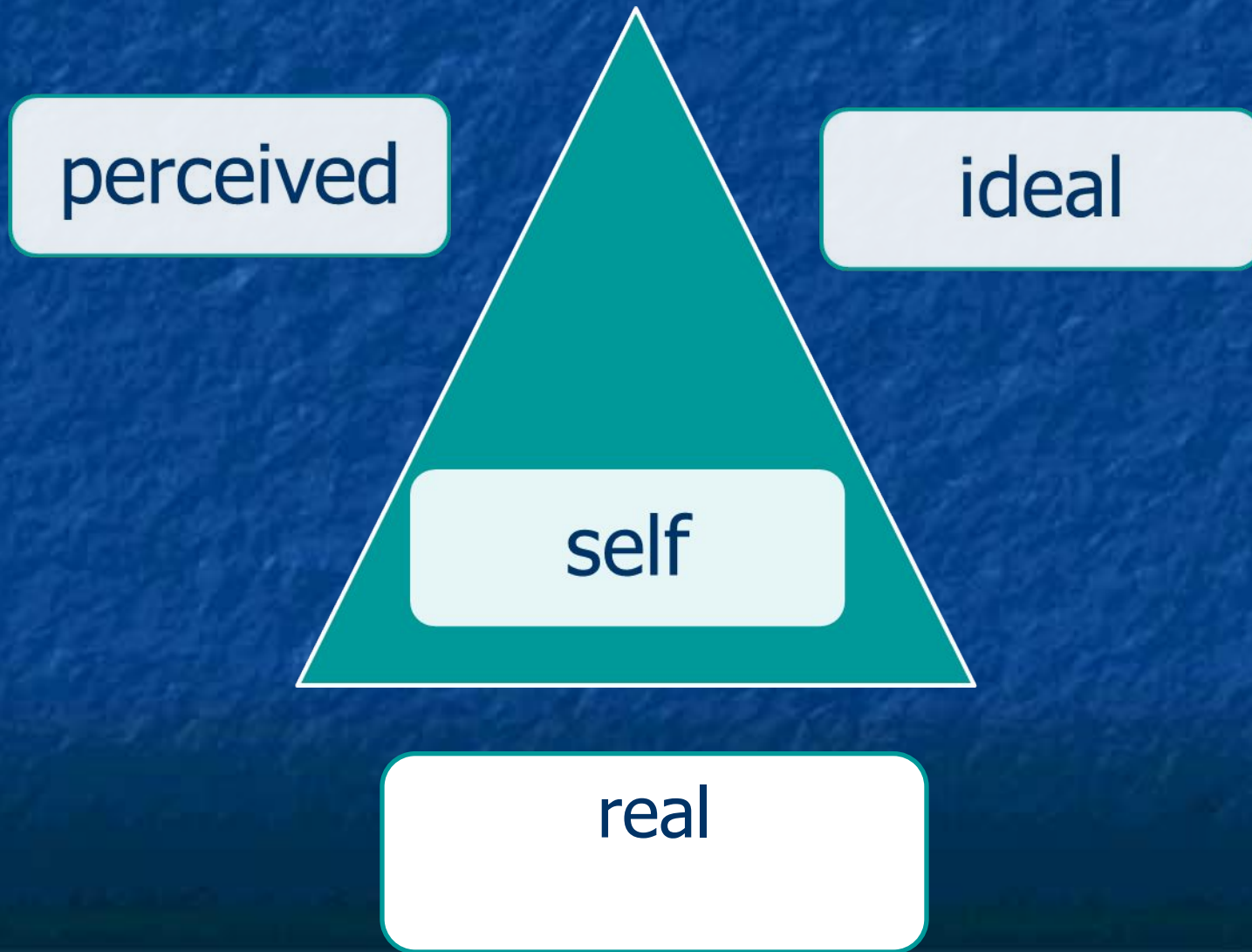
Symmetry



Periodicity



Carl Roger's theory about self

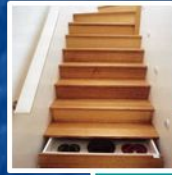


Memory processes



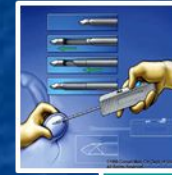
encoding

- The process of putting into our memory's system



storage

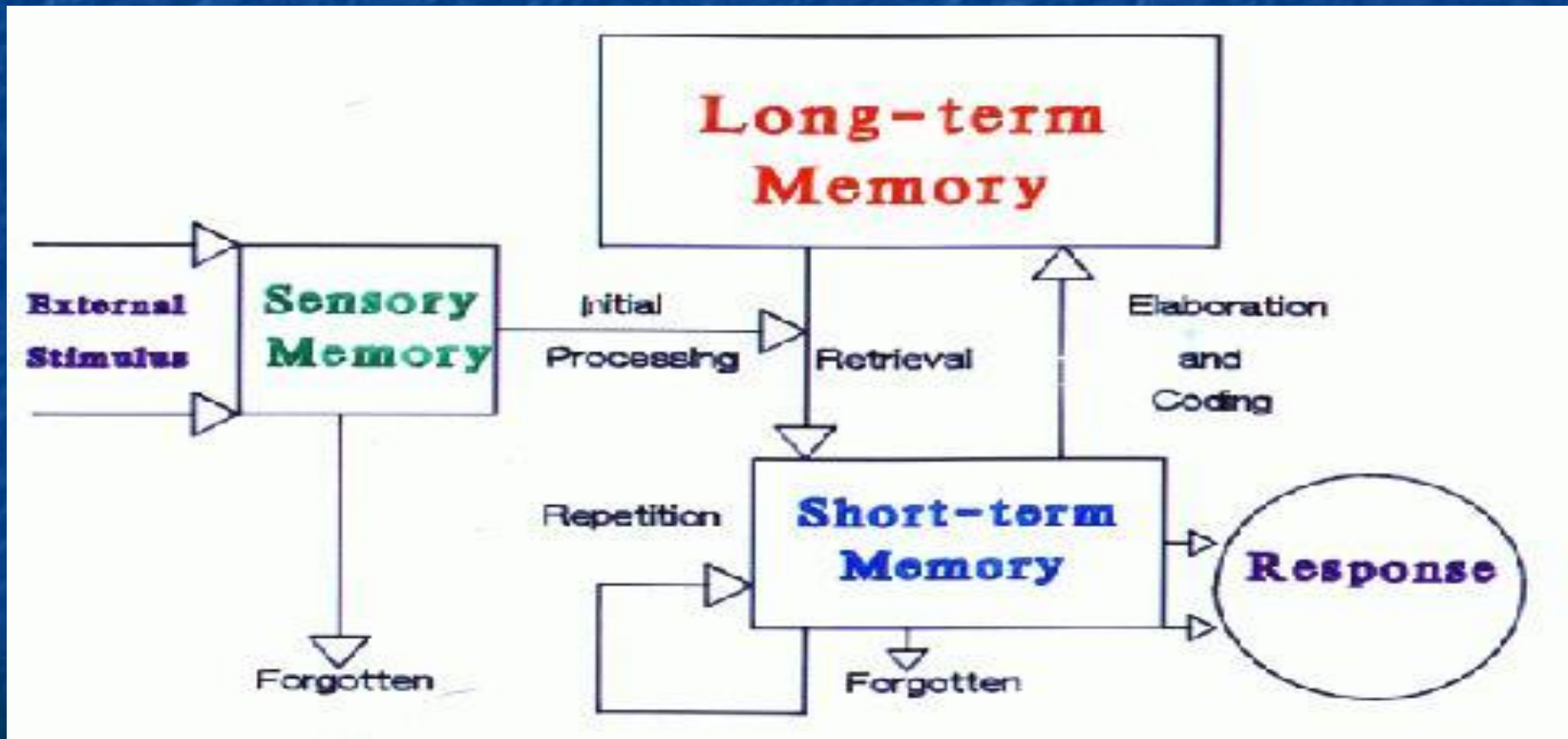
- The process of retaining info in our memory system for some lame of time



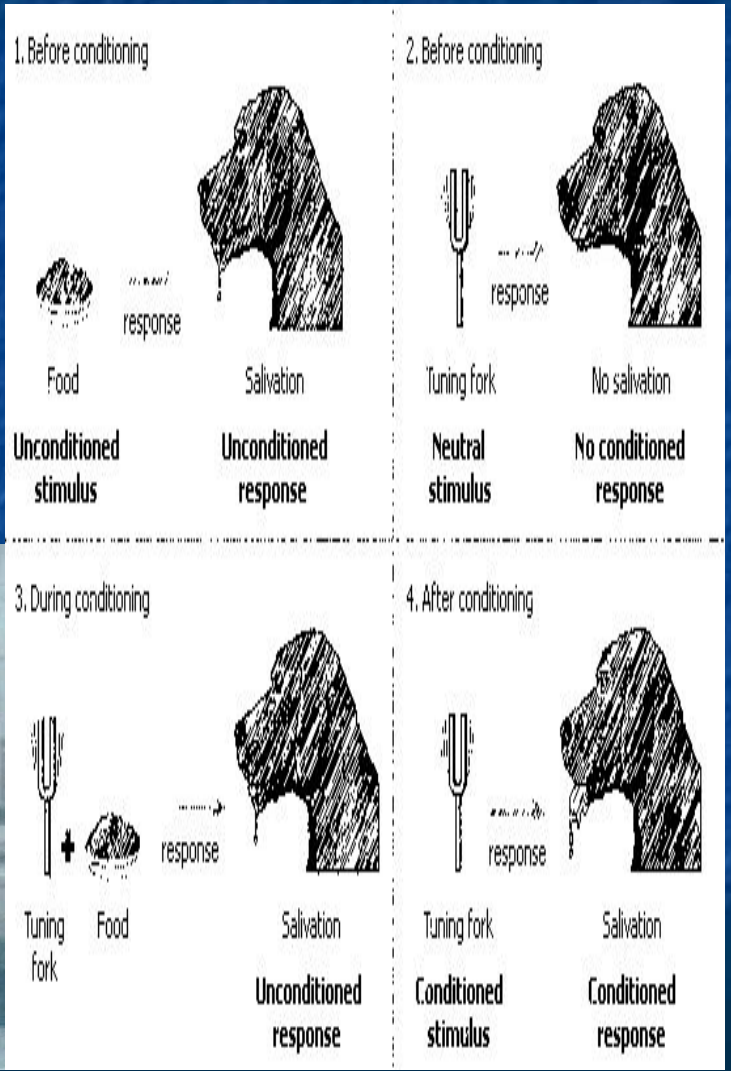
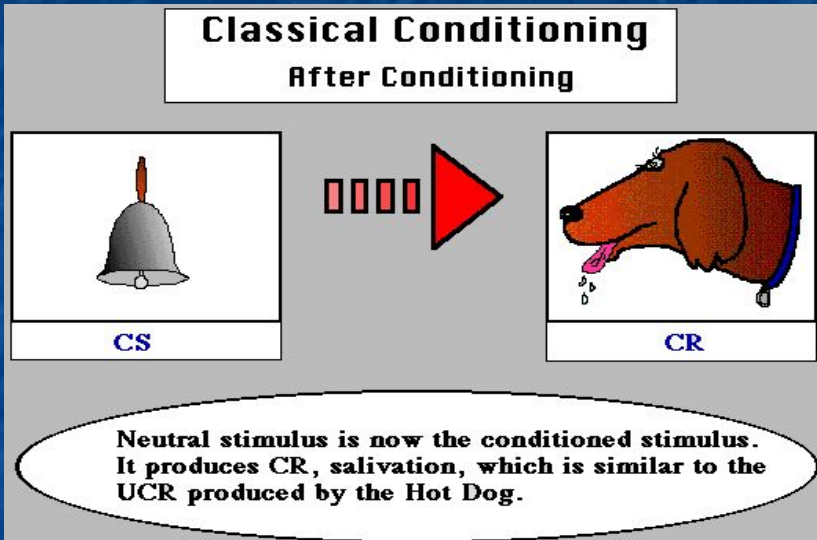
retrieval

- Pulling info out of the mrmory system

Stages of memory storage



Ivan Pavlov



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



Morality
Creativity,
Spontaneity,
Problem solving,
Self-fulfillment,
Lack of prejudice,
Acceptance of facts

Self

Actualization

Self-esteem, Achievement, Re-
spect, Mastery, Status

Esteem

Relationships, Friendship, Intimacy,
Family, Acceptance, To love and be loved

Love / Belonging

Protection, Security, Order, Law, Limits, Stability

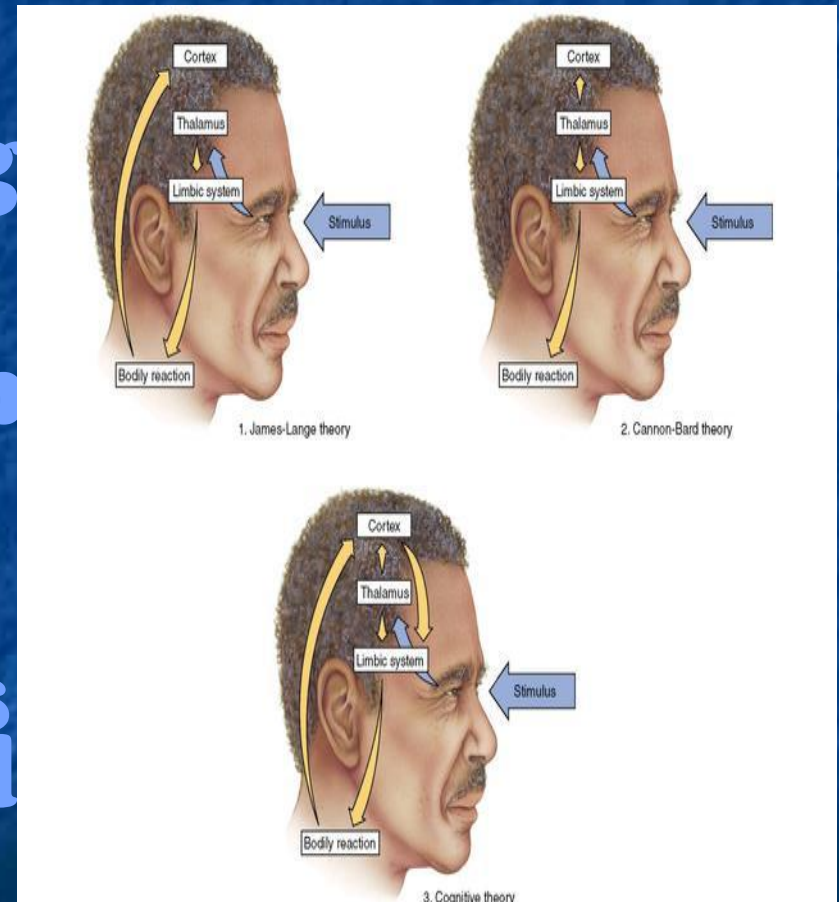
Safety Needs

Oxygen, Water, Food, Warmth, Sleep

Physical 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 Intense Anxiety Tension	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

Eustress

Divorce

Winning
a lottery