

**What**

**is**

**Psychology**





The word “psychology” comes from two specific Greek words—*psyche*, which means “soul,” “life,” or “mind,” and *logia*, which means “the study of.”



# WHAT IS PSYCHOLOGY



**Psychology is the scientific study of human behaviour and mental processes.**

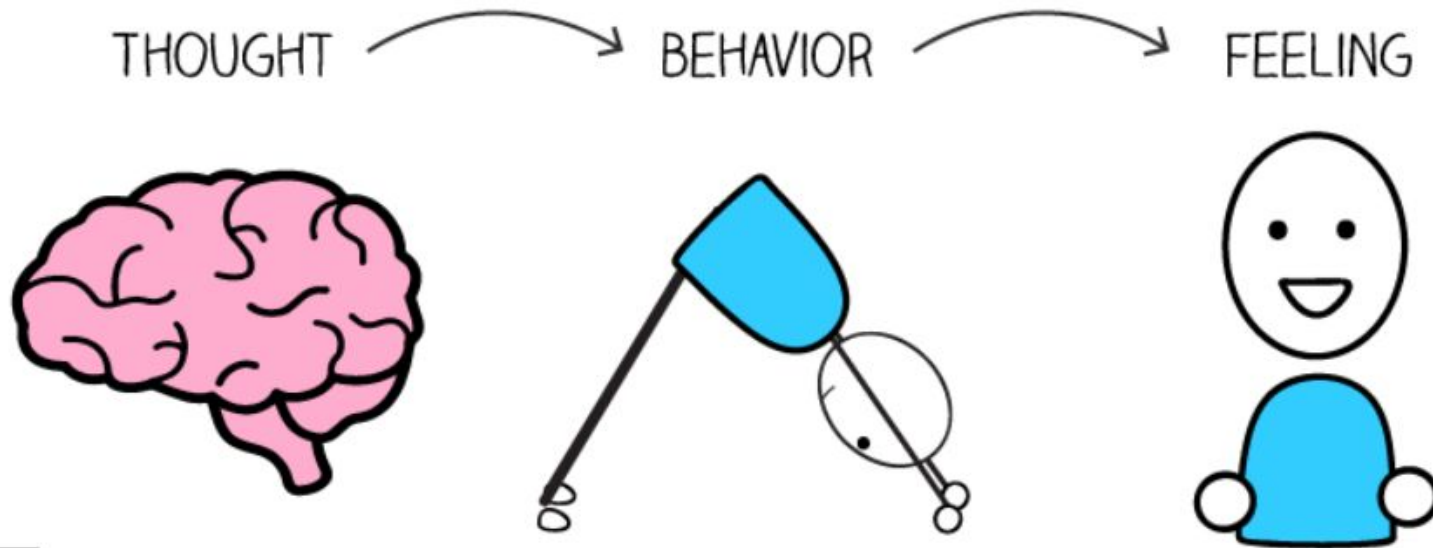


A psychologist seeks to discover what makes people behave in certain ways and uses this understanding to solve problems.



You will learn the fundamental principles of psychology and gain a comprehensive understanding of the human mind.

**Psychology is the scientific study of how people behave, think and feel.**



## BIOLOGICAL INFLUENCES

eg: shared and unique genetics



## PSYCHOLOGICAL INFLUENCES

eg: reactions to our personality



# INDIVIDUAL DEVELOPMENT

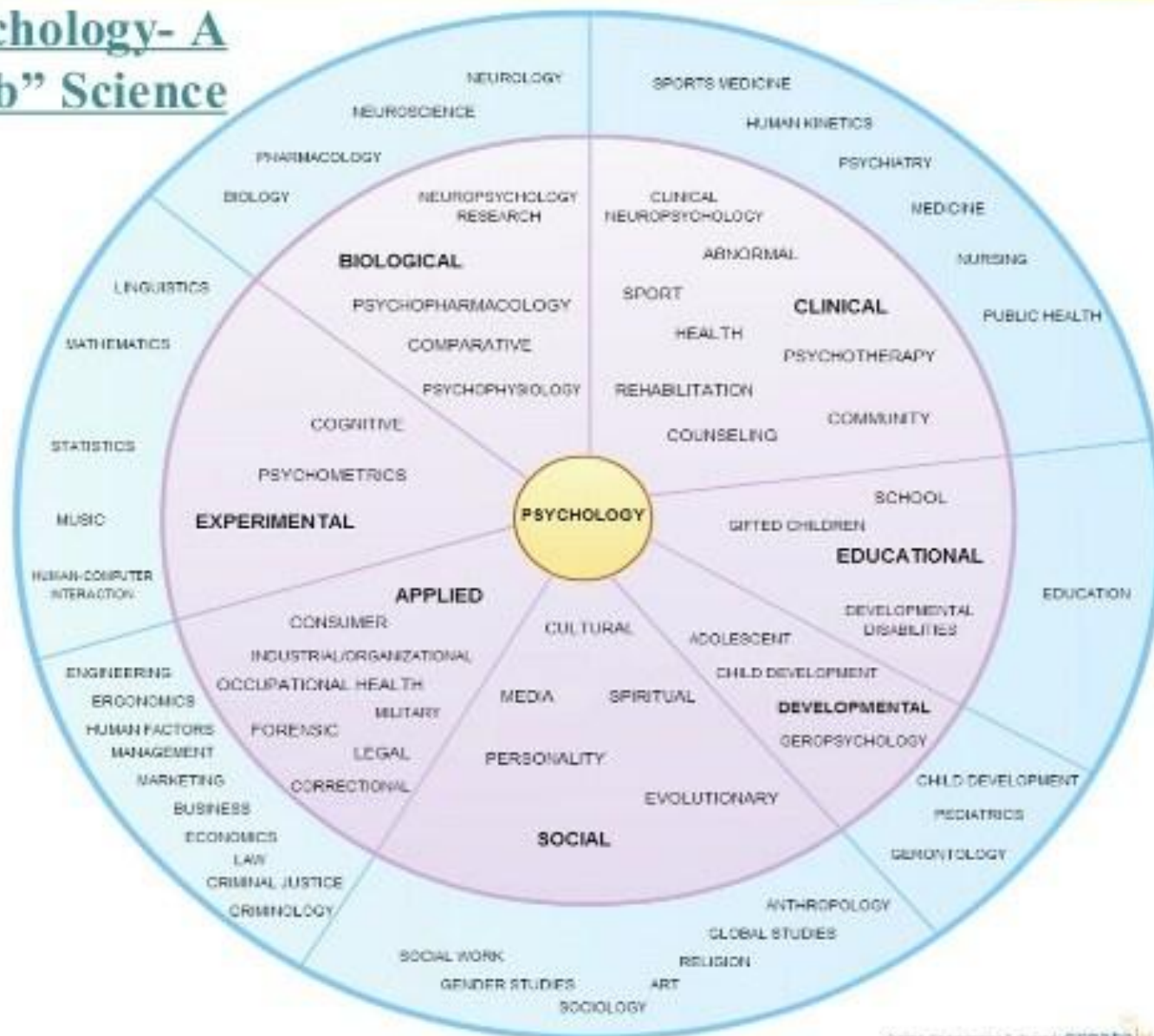


## SOCIAL-CULTURAL INFLUENCES

eg: gender roles



# Psychology- A “hub” Science



# Psychology as a Hub Science



Gray/Bjorklund, *Psychology*, 8e © 2018 Worth Publishers



# THE GOAL OF PSYCHOLOGY IS



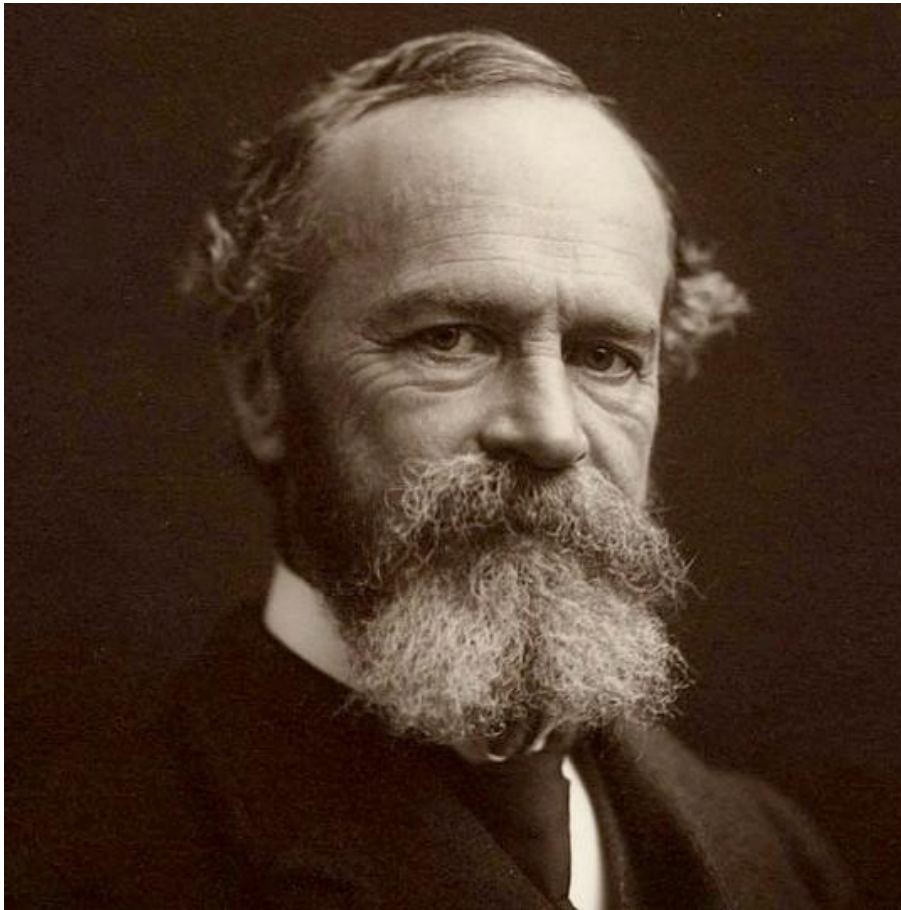
# EARLY HISTORY



# WILHELM WUNDT



**Wilhelm Wundt is considered by many to be the founder of psychology. He laid the groundwork for what would later become the theory of structuralism.**



**William James was one of the leading figures in a new perspective on psychology called functionalism.**



# HERMANN EBBINGHAUS

Hermann Ebbinghaus



Humans more easily remember or learn items when they are studied a few times over a long period of time (spaced presentation), rather than studied repeatedly in a short period of time.

AZ QUOTES



"Psychology has a long past, yet its real history is short."

- Hermann Ebbinghaus

**SPRINGER NATURE**  
On This Day

# Ivan Pavlov

- 1849-1936
- Russian Psychologist
- Pavlov's main area of research throughout his scientific career was on the digestive process
- This research led to the development of classical conditioning from his famous experiments with dogs.







**One of the dogs used in Pavlov's experiment with a surgically implanted cannula to measure salivation, preserved in the Pavlov Museum in Ryazan, Russia**

# SIGMUND FREUD



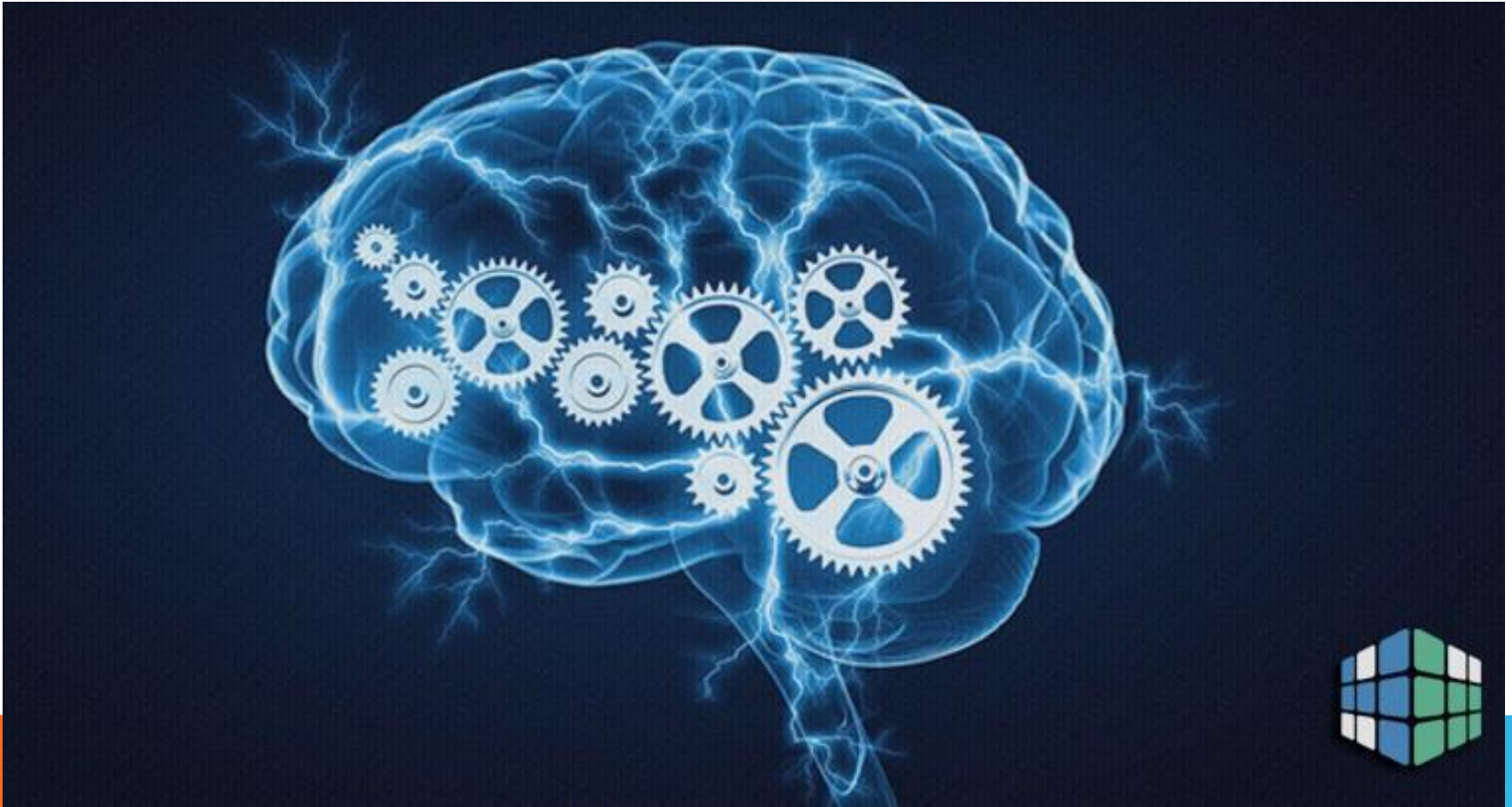
**introduced the field of  
psychoanalysis, a type of  
psychotherapy**

# BEHAVIORISM





# COGNITIVE THEORY



# DEFINING “NORMAL” AND “HEALTHY”

What is  
**NORMAL?**



