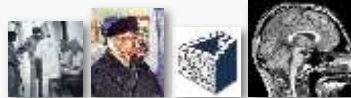




What Is Psychology?



What Is Psychology?

- **Outline for the unit:**
 1. Defining psychology
 2. What kinds of work do psychologists do?
 3. History of psychology
 4. Modern approaches to psychology

What Is Psychology?

- Comes from Greek

psykhe + **logia**
 “mind” “study of”

What Is Psychology?

- **DEFINITION**
 - the **scientific** study of **behavior** and **mental processes**
- **Science**
 - a way of getting knowledge about the world based on **observation**

What Is Psychology?

- **Behavior**
 - an observable **action**
 - public*
- **Mental processes**
 - all the things we can do with our **minds**
 - private*

What Is Psychology?

- **The Goals of Psychology**
 1. **Observe** behavior & mental processes
 2. **Describe** “ “ “ “
 3. **Explain** “ “ “ “
 4. **Predict** “ “ “ “
 5. **Control** “ “ “ “

What Is Psychology?

- **Social science**
 - Focus on societies and the individuals in them
 - Examples:
 - Psychology
 - Sociology
 - Political science
 - Economics

What Is Psychology?

- **What is a theory?**
 - Set of statements about **why** something is the way it is and happens the way it does
- For a theory to be “good” or useful, it must allow for **predictions**
- For a theory to be scientific, it must be **testable**

What Psychologists Do

- Psychology is 2nd most popular major
- 93,000 psychologists in U.S.
- You must have a “graduate degree” (e.g., Ph.D., Masters)

What Psychologists Do

- Three main fields
 1. Human services
 2. Applied psychology
 3. Research psychology

What Psychologists Do

- **Human Services**
 - Involves helping people with mental health problems

Human Services: Clinical Psychologist



- Most common Ph.D. in psych
- Greatest career options
- Very competitive
- **Serious mental illness**
- Psychological testing, psychotherapy, research
- Work in private practice, hospitals, colleges

Human Services: Counseling Psychologist

- Usually deal with **"day to day" problems** (i.e., *adjustment problems*)
- Typical problems involve relationships, like marriage and family problems, parenting, etc.



Human Services: Psychiatrist

- A **medical doctor** (M.D.) who specializes in mental disorders
- Tend to focus on the biological causes of mental problems
- Many use **psychiatric medications** to treat disorders

Human Services: School Psychologist

- **Focus on problems that interfere with learning**
- Give tests to identify learning disabilities



Applied Psychology

- Using psychology to solve problems in real world situations

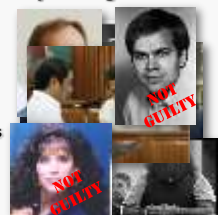
Applied Psychology: Sports Psychologist

- **Tries to understand and improve sports performance**
- Topics of interest:
 - Relaxation
 - Visualization
 - Coaching styles
 - Exercise and mental health



Applied Psychology: Forensic Psychologist

- **Work within legal system**
 - Police selection
 - Eyewitness testimony
 - Expert witnesses in insanity trials



Applied Psychology: Consumer Psychologist

- Study behavior of consumers
 - How environment influences consumers
 - How marketers can persuade consumers



Research Psychology

- Interested in learning about behavior, but not necessarily applying what they learn

Research Psychology

- Developmental Psychologist
 - Studies how people **change** throughout the life span
- Cognitive Psychologist
 - Studies **mental processes** such as memory, perception, and learning
- Social Psychologist
 - Studies how an individual is **affected by other people**, and how people interact

History of Psychology

- Goes back thousands of years
- Emphasis on supernatural
- Skulls from 6500BC have holes put in them to release "evil spirits"



History of Psychology

- Ancient cultures
 - Thoughts, dreams sent by gods
- 6th Century B.C.
 - "The mind"



History of Psychology

- Greeks
 - Socrates
 - "Know thyself"
 - Aristotle
 - *Peri Psyches (About the Mind)*
 - Hippocrates
 - Abnormal behavior caused by abnormal brain



History of Psychology

- Middle Ages
 - Demonic possession
 - "Water-float test", torture, exorcism
 - Still drilling holes in head!



History of Psychology

- Early Treatments for Mental Illness
 - The Circulating Swing
 - The Tranquilizing Chair
 - The Crib

History of Psychology

- 17th Century: **Scientific Revolution**
 - Focus on observations, not superstitions
- 19th: **Phrenology**
 - Examining shape of head or skull could tell about a person's mental abilities



History of Psychology

- 1879: Leipzig, Germany
 - Year psychology was “born”
 - **Wilhelm Wundt** founded first lab for scientific study of mental processes



Wundt



Wundt in lab with colleagues

Early Approaches to Psychology



(1832-1920)

- **Structuralism**
 - Wilhelm Wundt
 - Studied **objective sensations and subjective feelings**
 - Used **introspection**

Early Approaches to Psychology

- **Functionalism**

- William James
- Studied how the mind used its abilities to function in environment



(1842 - 1910)

Early Approaches to Psychology



(1856-1939)

- **Psychoanalysis**
 - Sigmund Freud
 - **Unconscious conflicts** influence behavior
 - **Sex and aggression** are important drives

Early Approaches to Psychology

- **Gestalt Psychology**

- Max Wertheimer, et al.
- Studied the person's **whole experience**, not just pieces of it



(1880-1943)

Early Approaches to Psychology



(1878-1958)

- **Behaviorism**

- John B. Watson
- Psychology must be defined as the study of **observable** behavior

Early Approaches to Psychology

- **Behaviorism**

- B.F. Skinner
- Many believe he's the most influential psychologist ever
- All behavior is based on **rewards** and **punishments**



(1904-1990)

Biological Perspective



- How do the **brain, nervous system, and hormones** affect behavior?

Learning Perspective

- How do our **experiences** and the **environment** affect our behavior?
 - habits, effects of media on behavior

Cognitive Perspective

- How do our **thoughts** affect our behavior?
–emotions, memory, language

Humanistic Perspective

- How does our **self-concept** affect our behavior?
–Stresses **free will**

Psychodynamic Perspective

- How do **unconscious motives** and early childhood experiences affect us?
–More focus today on **conscious** choice

Sociocultural Perspective

- How does **culture** affect behavior?
–gender, ethnicity, bilingualism