



INTRODUCTION PSYCH OLOGY

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START
HERE

What will we learn in this chapter?

What is the definition of psyche?



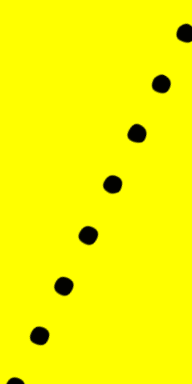
FINISH LINE

What is the definition of psychology?



Through what methods of science is psychology studied?

What are the four goals of psychology?



How and when did psychology begin?



Who were some of the early contributing minorities in psychology, and what were their contributions to the field?



How are some of the more modern (contemporary) perspectives of psychology described, and who were some of the primary contributors?



How are the theories of psychoanalysis, Gestalt, and behaviorism described, and who were the primary contributors?



How are some of the more modern (contemporary) perspectives of psychology described, and who were some of the primary contributors?

Cognitive psychology--(Noam Chomsky)

Humanism--(Abraham Maslow; Carl Rogers)

Behaviorism--(John B. Watson; Ivan Pavlov; B.F. Skinner)

Biopsychology

PSYCHOLOGY

Feminist psychology--(Karen Horney; Naomi Weisstein)

Multicultural psychology

Evolutionary psychology—(Charles Darwin)

Health psychology

Social psychology

Industrial-organizational psychology

Forensic psychology

Clinical psychology

Counseling psychology

STUDY GUIDE: Questions & Terms (Cont.)



PSYCHOLOGY

What is the American Psychological Association (APA)?

What is the Association for Psychological Science (APS)?

What careers exist in psychology, and what academic requirements are needed to work in those professional areas?



what is

PSYCHOLOGY

Psyche

the totality of the human mind, including the conscious and the unconscious mind; adopted from the Greek word for “soul”

Psychology

scientific study of mental processes (the mind) and behavior

Mental processes

internal, covert activity of our minds

Behavior

outward or overt actions and reactions

Psychology is a science

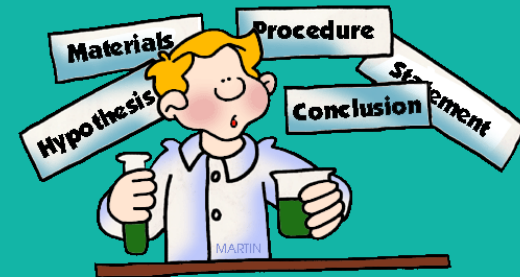
To prevent possible biases from leading to faulty observations, precise and careful measurement must be conducted through the use of the ***scientific method***.

The *scientific method* is used in psychology to acquire knowledge.



- The scientific method is applied by asking a question or proposing a *hypothesis* (tentative explanation/prediction for why/how something happens).
- Based on a scientific theory (a broad explanation for why/how something happens).

An *empirical method* is scientific research based on evidence produced through observation and experimentation.
(**empiricism**)



PSYCHOLOGY 'S FOUR GOALS

1. Description
 - What is happening?
2. Explanation
 - Why is it happening?
 - Theory - general explanation of a set of observations or facts
3. Prediction
 - When will it happen again?
4. Control
 - How can it be changed?





Psychology is a relatively new field of study—it was not accepted as its own discipline until the late 1800's and is currently between 130-140 years old.



Before psychology, there was philosophy, medicine, and physiology.

- Early philosophers Aristotle, Plato and Descartes tried to understand and explain the relationship between the body and the soul.

- Medical doctors and physiologists, such as Fechner and von Helmholtz wondered about the physical connection between the body and the brain (perception).



**DIG
DEEP**

The beginning of PSYCHOLOGY (cont.)

- **Wilhelm Wundt**—a physiologist considered by many to be the “father of psychology”
 - In **1879**, he **established a psychology lab** in Germany.
 - students taught to examine the nonphysical “structure” of the human mind or components of consciousness
 - believed the mind was made up of *thoughts, experiences, emotions*, and other basic elements that could only be inspected through “**introspection**”
 - the process of objectively measuring one’s own thoughts and mental activities as they relate to physical sensations.
 - Wundt brought *objectivity* and *measurement* to the concept of psychology, establishing it as a true science.

STRUCTURALISM

(1879 - early 1900s)



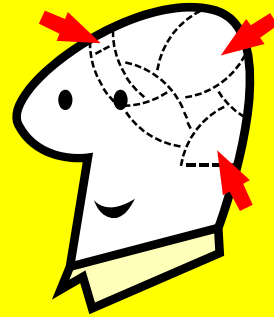
Edward Titchener (Wundt's student)

expanded Wundt's ideas and brought them to America in the late 1800s (Cornell University);

called his viewpoint "**structuralism**" —study of the *structure* of the mind

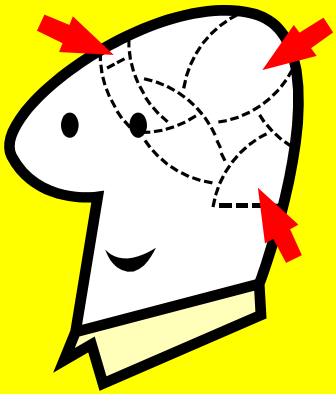
- Believed that every experience could be broken down into its individual emotions and sensations; *introspection* could be used not only on physical sensations but also on thoughts

- "Tell me everything you know about the color yellow."



STRUCTURALISM

(1879 - early 1900s)



Margaret Washburn

◦ Titchener's student; in **1894**, became first woman to earn a Ph.D. in psychology; published *The Animal Mind* (1908)-studied comparative psychology.

Structuralism died out in early 1900s.



functionalism (late 1870's - early 1900s)

Proposed by William James

- The first American psychologist-In America (late 1870s), offered the first classes in psychology at Harvard University
- Wrote a textbook, “Principles of Psychology,” in 1890.
- Heavily influenced by Charles Darwin; focused on how the mind allows people to “function” in the real world—how people work, play, and adapt to their surroundings—called it “**functionalism**”

Believed that certain behavioral traits passed on to offspring may help aid in survival.

Mary Whiton Calkins

James’ student; denied Ph.D. from Harvard although she completed all the requirements; in 1905, became the first female president of the American Psychological Society

Influenced the modern fields of

Educational psychology
Evolutionary psychology
Industrial/organizational psychology

Women

- **Mary Cover Jones**—followed John B. Watson’s studies of behaviorism; conducted “Little Peter” experiment (1923-1924) through which “counterconditioning” was developed—used classical conditioning to reverse a child’s fear of white rabbits

African Americans

- **Francis Cecil Sumner** —
in 1920, the first African American to earn a Ph.D. in
became chair of Psychology Dept. at Howard University in 1930
referred to as the “father of African American Psychology”
- **Inez Beverly Prosser** —first African American woman to earn Ph.D. in
(educational) psychology (1933); died only one year after earning her
doctorate

African Americans

Kenneth and Mamie Clark —studied the negative effects of school segregation on African American children; study became important in the Brown vs. Board of Education case (1954)

Robert V. Guthrie —published *Even the Rat Was White* (1976)-summarizes history of African Americans in psychology


Hispanic Americans

Jorge Sanchez —educational psychologist who examined cultural biases in intelligence testing; received Ed.D. in 1934; referred to as the “founder of Chicano educational psychology”

1900's



PSYCHOANALYSIS

 **Psychoanalytic Theory**- the theory and therapy based on the work of Austrian neurologist, Sigmund Freud.

 Freud's patients suffered from nervous disorders with no found physical cause (e.g., "hysteria" and neurosis).

- proposed that there is an unconscious (unaware) mind into which we push, or repress, all of our threatening urges and desires
- believed that these repressed urges, in trying to surface, created nervous disorders
- the unconscious mind could be accessed through dream analysis
- stressed the importance of early childhood experiences;
- believed that personality was formed in the first five to six years of life.

Gestalt Psychology (1912)

Max Wertheimer

- studied sensation and perception;
- believed that perception could only be studied as a whole, entire event
- believed that people naturally seek out pattern “wholes” in the sensory information available to them
- called it **Gestalt** (German word for “whole”) **Psychology**

Other followers of Gestalt Psychology included *Kurt Koffa* and *Wolfgang Kohler*.

Gestalt ideas are now part of the study of cognitive psychology, a field focusing not only on perception but also on learning, memory, thought processes, and problem solving.



Behaviorism (1913)

Behaviorism - the science of behavior that focuses on observable behavior only.

- Must be directly seen and measured.



Proposed by **John B. Watson.**

- Based on work of **Ivan Pavlov (1906)**, Russian physiologist, who demonstrated that a reflex could be conditioned (learned)—“conditioned reflex.”




Watson studied *classical conditioning (introduced by Pavlov)* through which he believed that phobias were learned.

- Introduced case of “Little Albert” (1920) – child classically conditioned to fear a white rat.

Modern Perspectives of

PSYCHOLOGY



Psychodynamic psychology – collection of contemporary ideas based on Freud's theory of psychoanalysis.

- Focused more on the development of a sense of self and the discovery of other motivations behind a person's behavior than sexual motivations.

Behavioral psychology – B. F. Skinner studied *operant conditioning* of voluntary behavior.

- Behaviorism became a major force in the twentieth century.
- Skinner introduced the concept of *reinforcement* to behaviorism; he studied how behavior is affected by its consequences (*reinforcement vs. punishment*).

Modern Perspectives of

PSYCHOLOGY

CONTINUED

Humanistic Psychology (Humanism)

Humanists held the view that people have *free will*, the freedom to choose their own destiny.

Early founders:

Abraham Maslow

Carl Rogers

Emphasized the human potential, the ability of each person to become the best person he or she could be.

Self-actualization

achieving one's full potential or actual self.

Cognitive Psychology

- Influenced heavily by the work of **Noam Chomsky**.
- Focuses on thought, memory, intelligence, perception, problem solving, language, and learning.

PSYCHOLOGY



Feminist psychology

CONTINUED

- term introduced by psychoanalyst, **Karen Horney**, through writings that countered some of Freud's views regarding differences between men and women.
- psychology free of the influence of male cultural biases on gender differences.
- psychological problems of women and minorities are a symptom of the social structure in which they live as opposed to biology
- further developed by **Naomi Weisstein** who stimulated the feminist revolution in psychology through her feminist-based writings and views.

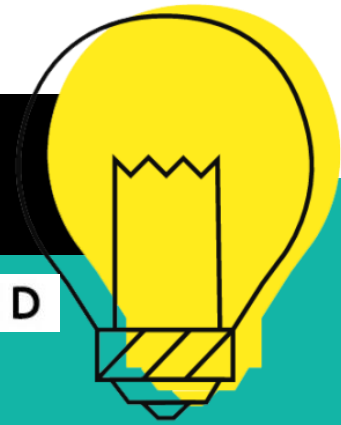
Multicultural psychology

focuses on the effects of culture on psychology; takes into consideration that western-based theories may not necessarily apply to individuals and social groups from other cultures



PSYCHOLOGY

CONTINUED



Biopsychology

- Explores how our biology influences our behavior
- Attributes human and animal behavior to biological events occurring in the body, such as *genetic influences*, *hormones*, and the activity of the *nervous system*.

Evolutionary Psychology

- Origins of theory based on work conducted by **Charles Darwin**
- Focuses on the biological bases of universal mental characteristics that all humans share.
- Behavior is seen as having an adaptive or survival value—*“survival of the fittest”*.
- Proposes that behavior is shaped through the process of *natural selection*—organisms with more desirable traits are systematically favored to reproduce and, therefore, survive.



Developmental Psychology

focuses on the scientific study of development across the lifespan

- examines physical changes, cognitive skills, moral reasoning, social behavior, and other psychological attributes
- greatly influenced by **Jean Piaget**—looked at changes in cognitive

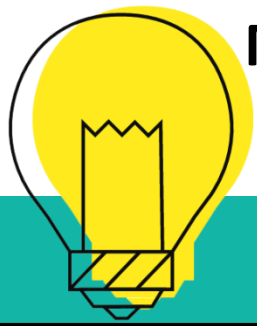
Personality Trait Psychology

focus is on identifying and measuring personality traits

- examines how traits help to determine behavior
- pioneered by **Gordon Allport**—“father of trait psychology”

Social Psychology

focuses on how we relate to and interact with others and how those interactions influence our behavior



Modern Perspectives of

PSYCHOLOGY

Industrial-Organizational Psychology

- applies psychological theories, principles, and research findings in industrial and organizational settings
- focuses on personal management, organizational structure, and workplace environment

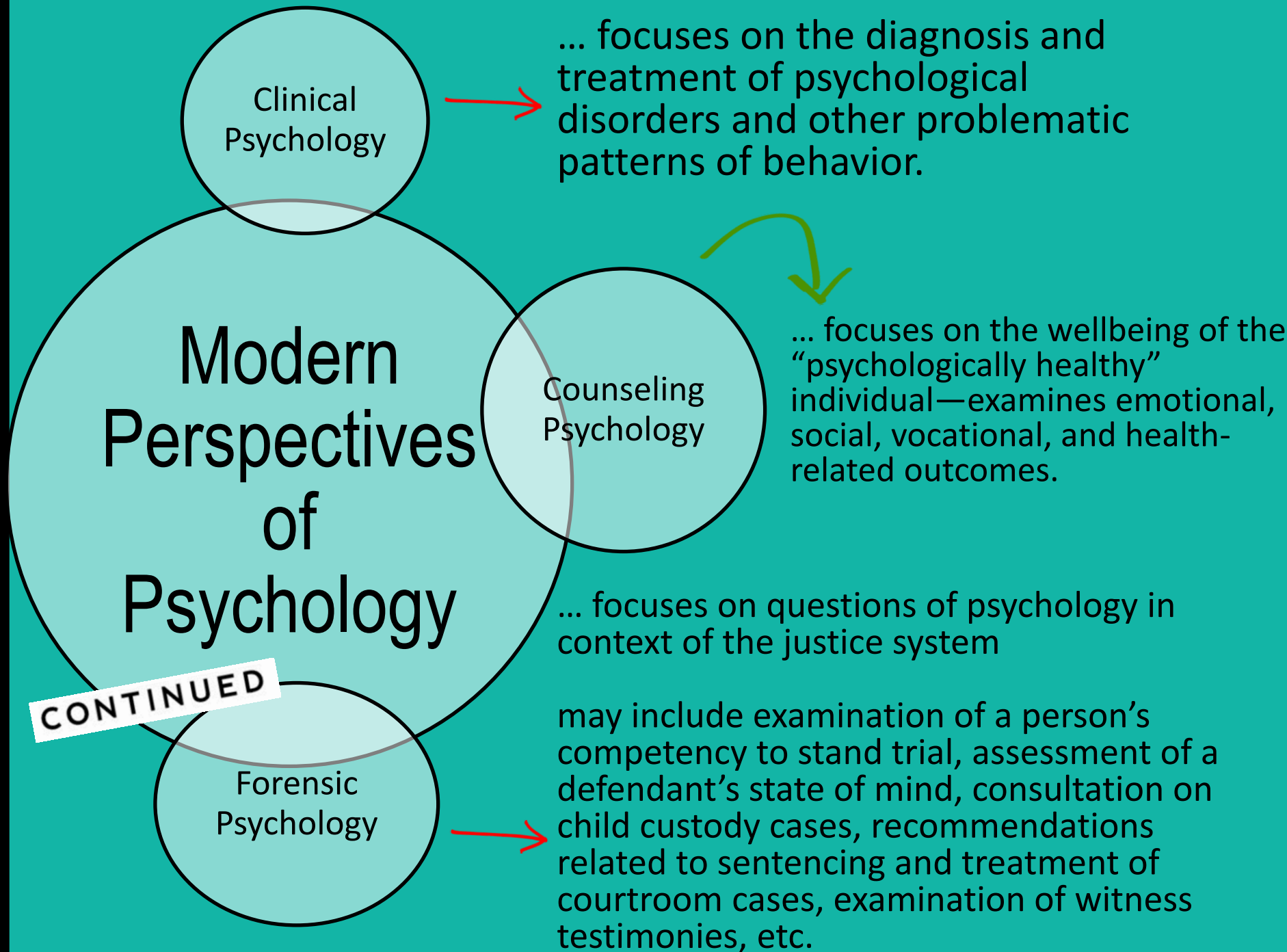
Health Psychology

- focuses on how health is affected by the interaction of biological, psychological, and sociocultural factors.

Sport and Exercise Psychology

focuses on the psychological aspects of sport performance and the effects of sport on mental and emotional wellbeing.





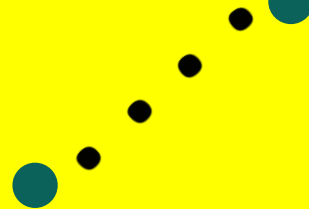
American Psychological Association (APA)

The APA is a professional organization representing psychologists in the United States.



● Made up of 54 specialty divisions (as of 2017).

● Membership includes researchers, educators, clinicians, consultants, and students.

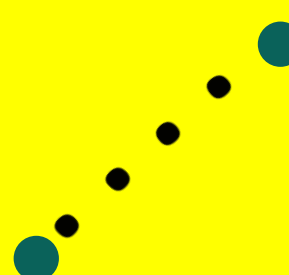


● Founded by G. Stanley Hall in 1892.

Its mission is to advance and disseminate psychological knowledge for the betterment of people.

Association for Psychological Science (APS) 1988

The APS is a professional organization that seeks to advance the scientific orientation of psychology.

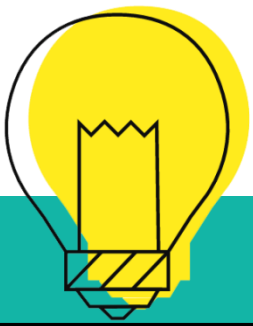


Its mission is to promote, protect, and advance the interests of scientifically oriented psychology in research, application, teaching, and the improvement of human welfare.

→ Membership includes international and U.S. based professionals.

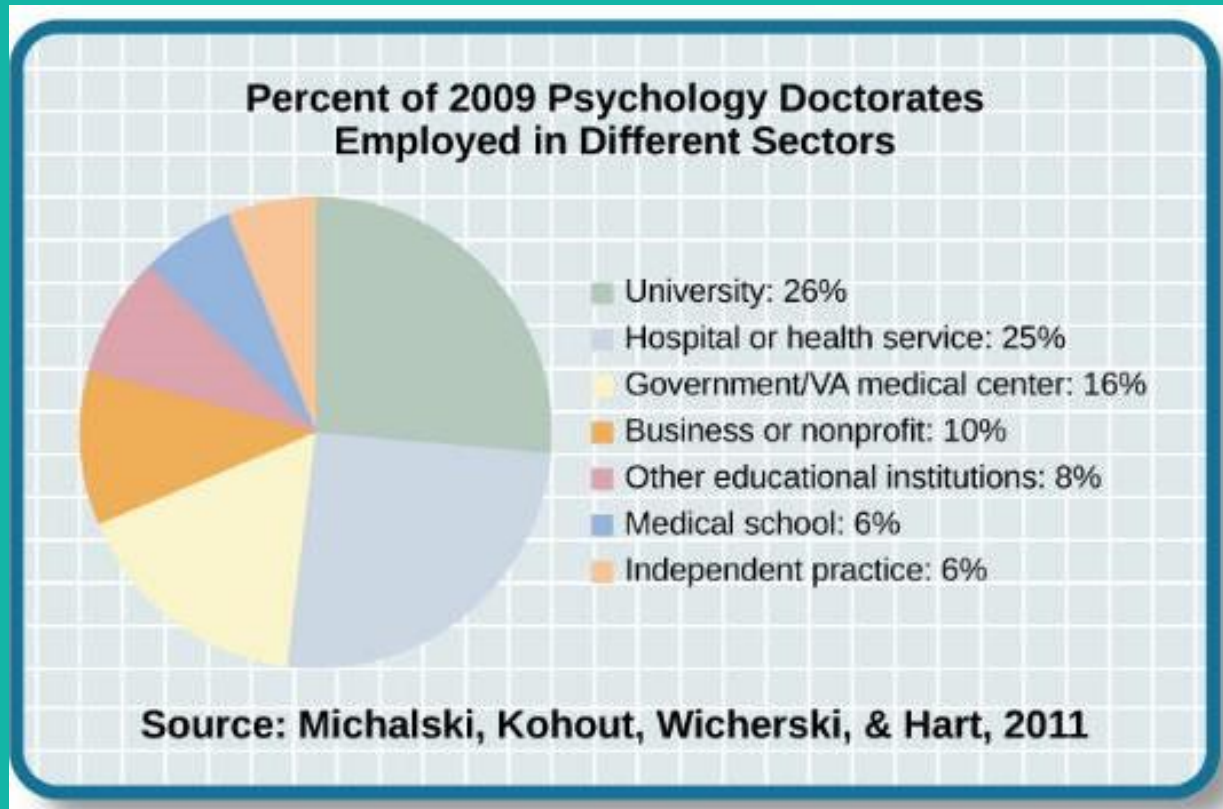
Developed from disagreements between members of the scientific and clinical branches of psychology with the APA.





TRAIN

Yourself



Individuals earning a PhD in psychology have a range of employment options.