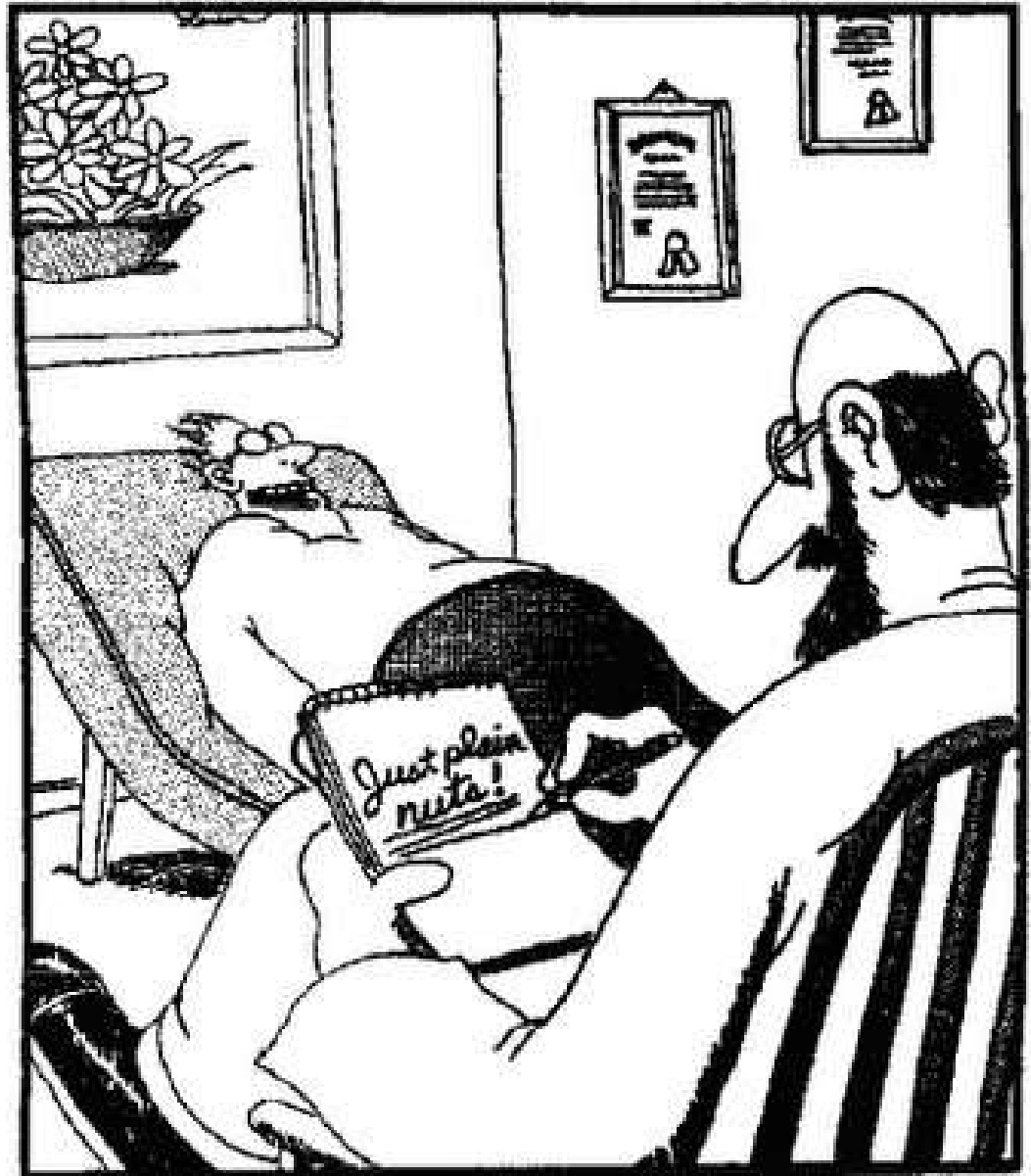


# An Introduction to Psychology



# Questions for focus:



- Who are the major contributors to the field of psychology?
- What are the major fields in psychology?
- What are the major subfields of psychology?
- What are some occupations in the field of psychology?

# Psychology

## What is it?

The study of our inner feelings and behaviors. OR the scientific study of behaviors and mental processes.

Do our feelings always match our behaviors?



If you call me an idiot or worse, I may feel sad inside.



But I will go on!!!  
(however, I will be crying on the inside, so be gentle).

# Psychology's Roots

- Definition of Psychology

- The science of behavior (what we do) and mental processes (sensations, perceptions, dreams, thoughts, beliefs, and feelings). Psychology relies on methods found in scientific research.

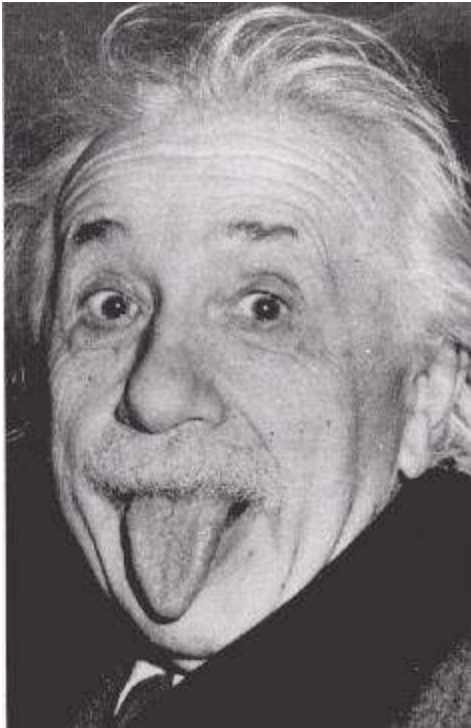
# Contemporary Psychology

- Psychology's Big Issues
  - Nature-nurture controversy
    - the relative contribution that genes and experience make to development of psychological traits and behaviors

# Nature vs. Nurture

Biology versus Experience

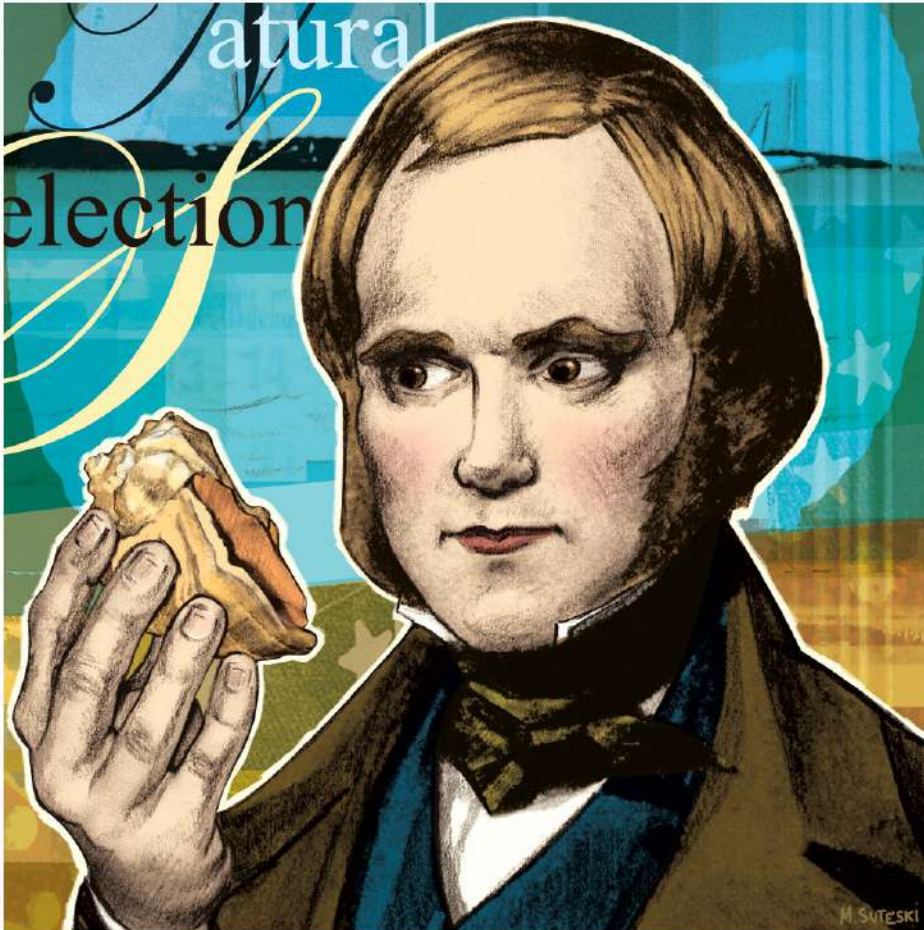
Am I the way I am because I was born that way or because of my surroundings?



Can I ever be like these people, or does nature give me limitations?



# Contemporary Psychology



## Natural selection

- principle that those inherited trait variations contributing to survival will most likely be passed on to succeeding generations

# Psychology's Roots

## Pre-scientific Psychology

- Is the mind connected to the body or distinct?
- Are ideas inborn or is the mind a blank slate filled by experience?





# History of Psychology

- Although the science of psychology started in the late 1800's, the concept has been around a lot longer.
- There was evidence of trephination (cutting holes into a skull to let evil spirits out) back in the stone age.



It was like a bad SAW movie!!!!

# Psychology's Roots

TABLE 1

## DEBATES AMONG PSYCHOLOGY'S PREDECESSORS

<b>Mind and body are connected</b>	<b>vs.</b>	<b>Mind and body are distinct</b>	<b>vs.</b>	<b>Some ideas are inborn</b>	<b>vs.</b>	<b>The mind is a blank slate</b>
The Hebrews		Socrates		Socrates		Aristotle
Aristotle		Plato		Plato		Locke
Augustine		Descartes				

# Waves of Psychology



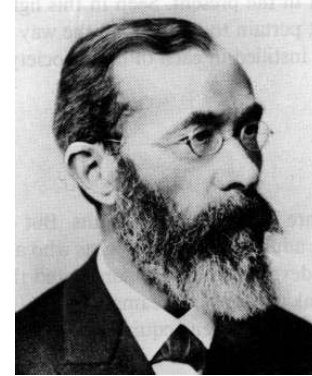
- The science of psychology has gone through about 5 different waves since it started.
- Waves are different ways of thinking over time.

# Wave One: Introspection

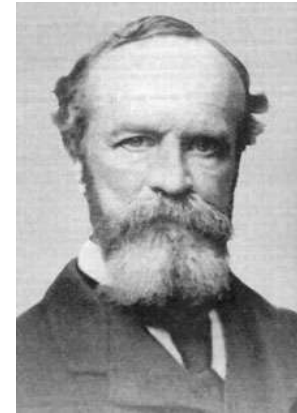
## Kickin it old school



Started with William Wundt's first psychological laboratory and his concept of structuralism.



Then William James wrote *The Principles of Psychology* and discussed functionalism.



In reality these ideas do not have much impact on how psychologists think today.

These guys were considered hot, back in the day!!!!

# Wave One: Introspection

## Structuralism

- First school of thought!
- All of your feelings and behaviors have an organic root.
- In other words, they come from your brain, body chemistry, neurotransmitters, etc...

Let us imagine for a second that your dog died (sad but it will happen). You become depressed. You stop eating and sleeping. What would a psychologist from this school say is going on and how might they help you?

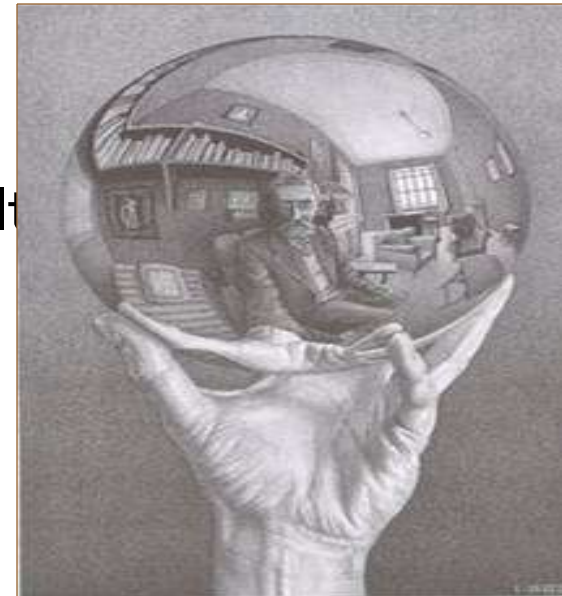


# Wave One: Introspection

## Early Approaches of the 19<sup>th</sup> Century

- Structuralism

- *Focused on self-reporting of inner thoughts relating to simple experiences to explore the element and structure of the human mind) that would provide insight into the workings and basic structure of the mind*
- The Problem: Training people to be introspective (looking inward) is difficult and people experience/report similar experiences differently



# Wave One: Introspection

## Famous Structuralists



Wilhelm Wundt is *known as the "Father of Modern Psychology"* since he created the first psych lab in Leipzig, Germany in 1879



Edward Bradford Titchener  
(he studied under Wundt)

# Wave One: Introspection

## Early Approaches of the 19<sup>th</sup> Century



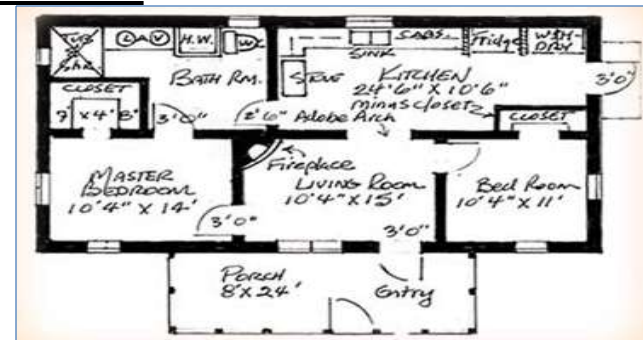
- Functionalism

- *Focused on how mental and behavioral processes function* – how they enable the organism to adapt, survive, and flourish

- Also relied on introspection



Structuralism (builder)  
= basic elements



Functionalism (architect)  
= conscious function



# Wave One: Introspection

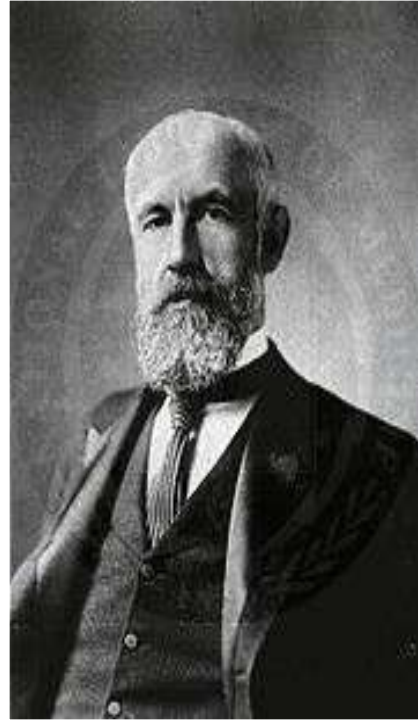
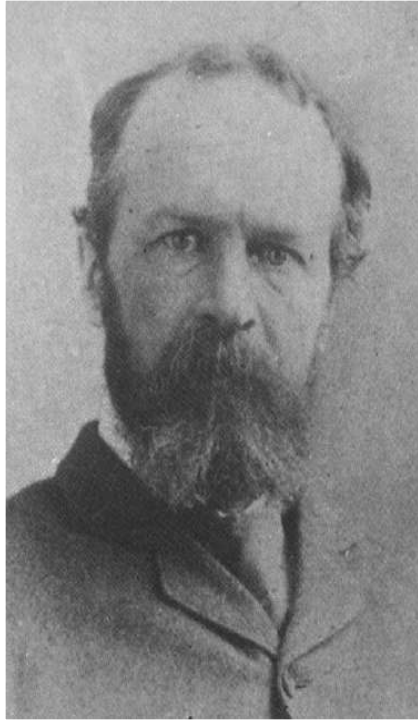
## Functionalism

- Each part performs its role to make a whole.
- Instead of focusing on the mental processes themselves, functionalist thinkers were instead interested in the role that these processes play.



# Wave One: Introspection

## Famous Functionalists



William James is **known as the “Father of American Psychology”** since he was the first American to teach the subject in 1875 (wrote the *Principles of Psychology* in 1890)

Stanley Hall studied under James, **created the first psych lab in America** at John Hopkins and was the first president of the APA in 1892

Mary Calkins studied under James at Harvard (denied PhD) & became the **first female president of the APA** in 1905

Margaret Floy Washburn was the **first woman to be granted a PhD in Psychology** by Cornell in 1894 (was 2<sup>nd</sup> female president of the APA in 1921)

# Wave Two: Gestalt Psychology

- Led by Max Wertheimer, these guys focused not on how we feel, but on how we experience the world.
- The whole of an experience can be more than the sum of its parts.



This may seem like one picture, but it can be perceived as 2 different faces. Can you find them?

Think for a moment of all the reasons that you love your mom.  
If you add all those reasons up, do they equal your love for your mom?  
Hopefully not!!!

# Wave Two: Gestalt Psychology

## Early Approaches

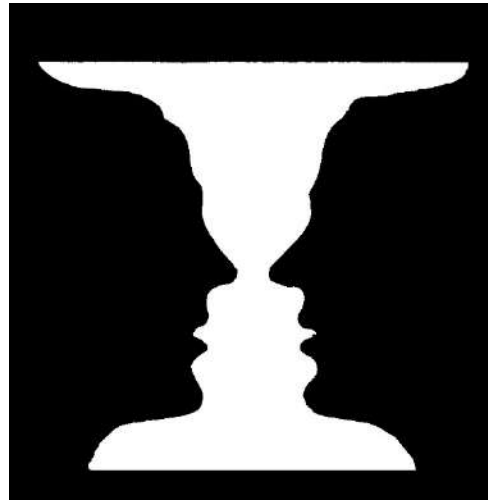
- Gestalt of the 19<sup>th</sup> Century

- Main Ideas:

- *Focus on how people construct “perceptual wholes”* instead of focusing on its parts
  - Gestalt is German for “meaningful whole”
- *Focus on perception* and perceptual learning to understand the workings of the brain
- Pretty much the exact opposite of the Structuralist approach



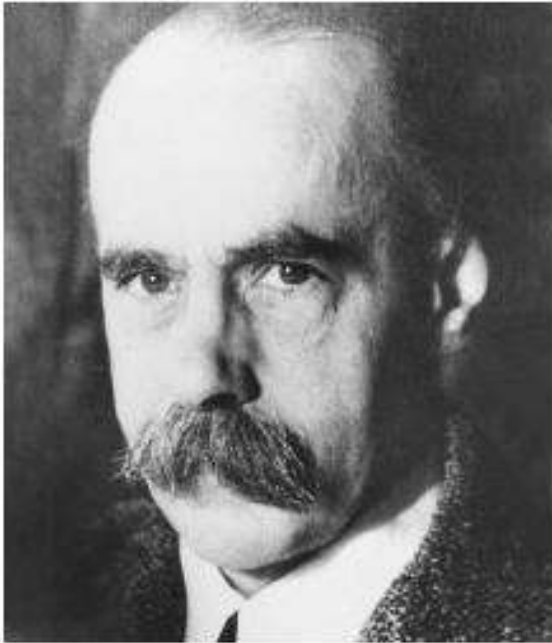
# Wave Two: Gestalt Psychology



The Rubin Goblet illustrates a basic concept from Gestalt psychology: the *figure-ground* distinction. When a gestalt is formed (perceived) it becomes a *figure* (a thing apart, an entity or object). A *figure* is always backed up by a surrounding *ground*. With Rubin's goblet, the goblet and faces *take turns being figure and ground*. When you see the goblet, the faces disappear into a black background. When you see the faces, the goblet disappears into a white background. A *pattern cannot be seen as figure and ground at the same time*. Yet the pattern in the external world—the stimulus—does not change. Only the perception of it changes. To the gestalt psychologists, this proved that stimulus/response theories were inadequate to account for perception, and that seemed to them like vindication of their own perspective.

# Wave Two: Gestalt Psychology

## Famous Gestaltists



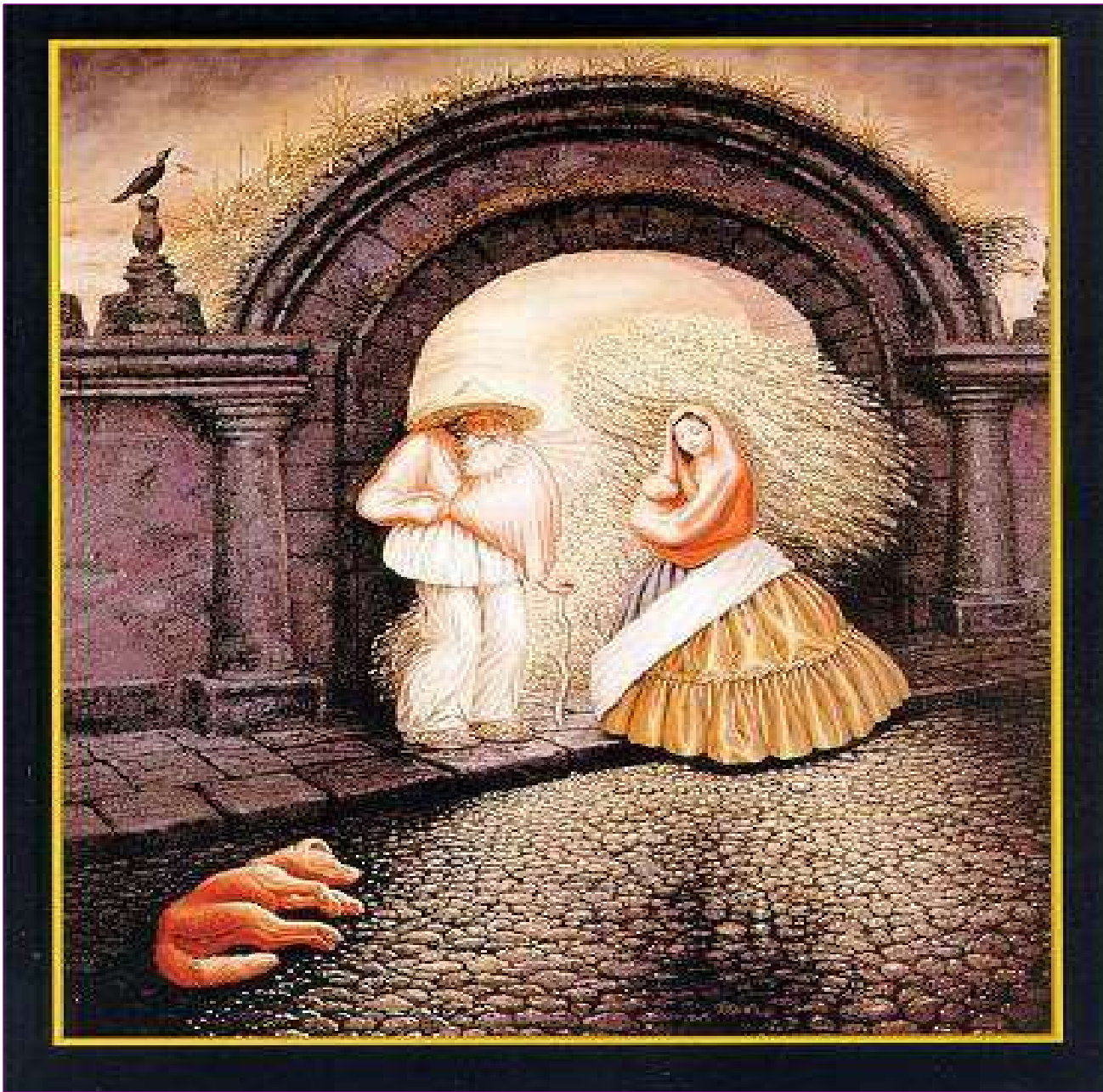
Max Wertheimer



Kurt Koffka



Wolfgang Köhler



# Wave Two: Gestalt Psychology

## Emergence



Dog is perceived as “a whole” rather than by parts (ears, nose, tail, spots, etc.)



# Wave Three: Psychoanalysis often called Psychodynamic

- This wave of thinking started with Sigmund Freud (in the early 1900's).
- In a nutshell, during this time period people believed that most of your feelings come from a hidden place in your mind called the unconscious.
- We protect ourselves from our real feeling by using defense mechanisms.



# Wave Three: The Psychoanalysis Approach- sometimes called Psychodynamic

- The *unconscious mind* is the source and storehouse of a lot of motivations, needs, desires, memories and conflicts (many of these things are not positive forces)
  - *Focus on studying internal drives, the person's past experiences and symbols that arise from the unconscious through dreams, free association, etc.*
  - Psychoanalysis
- The one of the conscious mind's duties is to hold back and filter the contents of the unconscious mind



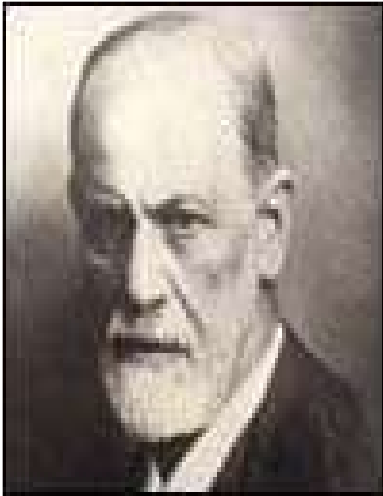
# Wave Three: Psychoanalysis

- Focuses on the unconscious mind.
- We repress many of our true feelings and are not aware of them.
- In order to get better, we must bring forward the true feelings we have in our unconscious.



If a man has intimacy issues and cannot form relationships with others. What do you think someone from this school may think? Perhaps they may delve into the man's unconscious and discover that he was bullied when he were younger. The bullying may have caused fear in getting close to others.

# Wave Three: Famous Psychodynamic Psychologists



Sigmund Freud



Alfred Adler



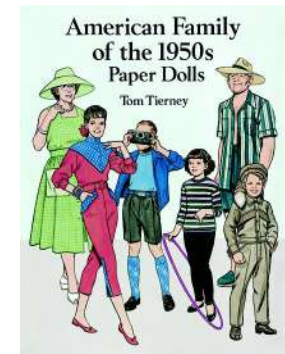
Carl Jung



Karen Horney

# Wave Four: Behaviorism

- During this time period (early to mid 1900s Industrial Revolution), people started to ignore how you feel inside. WHY???
- All that mattered was how you acted.
- If you they could change your behavior, who cares how you feel.
- Very popular during the conservative 1950's when social appearance was more than self expression.



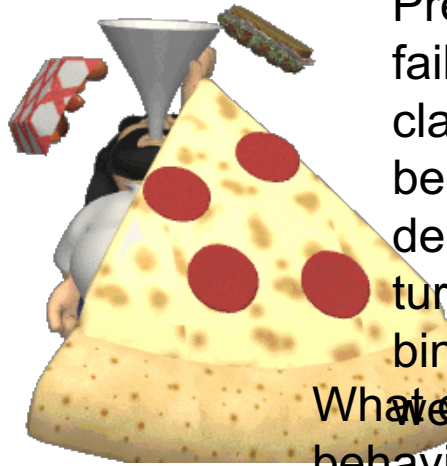
# Wave Four: Behaviorism

## The Behavioral Approach

- People behave in response to external stimuli/environmental cues, not in response to their thoughts or to past experiences
  - *Focus on studying observable behaviors, not internal processes*
- People behave in ways to seek rewards and avoid punishment
- Learning/Conditioning is an important principle



# Wave Four: Behaviorism



Pretend that you fail psychology class. You become depressed. In turn, you begin to binge and gain weight. What do you think a behaviorist may do?

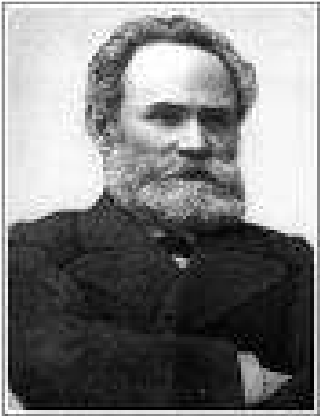
- Focuses on observable behaviors while putting feelings to the side.
- We behave in ways because we have been conditioned to do so.
- To change behaviors, we have to recondition the client.



They would probably ignore the fact that you are depressed and just focus on your overeating.

Maybe make you run a mile every time you eat over 2000 calories.

# Famous Behaviorists



Ivan Pavlov



Edward  
Thorndike



John B.  
Watson ↓



B.F. Skinner

Rosalie  
Rayner →





# Now-days

## Wave Five: Eclectic

- We are now in wave five....which is about variety.



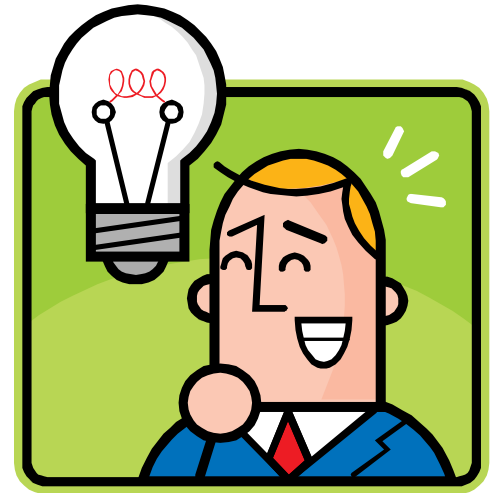
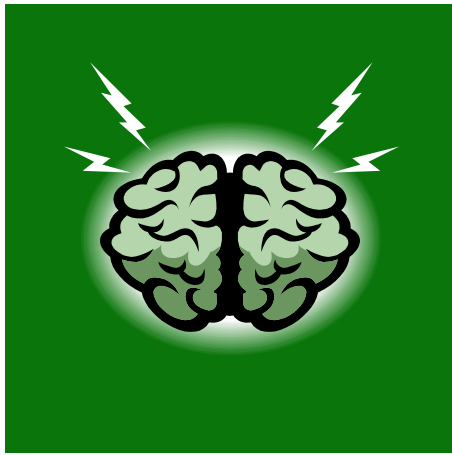
- Psychologists pick and choose what theories to use depending on the situation and the client.
- Wave Five is made up of about 7 different perspectives

In other words, psychologists today, pick and choose to help you with your problems (page 10).



Thus we have:

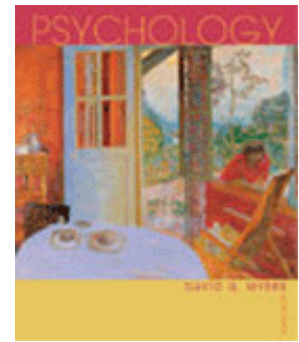
The difference between the School of Thought (used in the past) and Perspectives (used today).



# Perspectives in Psychology



# Prologue: Contemporary Psychology



## ■ Psychology's Perspectives

TABLE 2

**PSYCHOLOGY'S CURRENT PERSPECTIVES**

Perspective	Focus	Sample Questions
Neuroscience	How the body and brain enable emotions, memories, and sensory experiences	How are messages transmitted within the body? How is blood chemistry linked with moods and motives?
Evolutionary	How the natural selection of traits promotes the perpetuation of one's genes	How does evolution influence behavior tendencies?
Behavior genetics	How much our genes and our environment influence our individual differences	To what extent are psychological traits such as intelligence, personality, sexual orientation, and vulnerability to depression attributable to our genes? To our environment?
Psychodynamic	How behavior springs from unconscious drives and conflicts	How can someone's personality traits and disorders be explained in terms of sexual and aggressive drives or as the disguised effects of unfulfilled wishes and childhood traumas?
Behavioral	How we learn observable responses	How do we learn to fear particular objects or situations? What is the most effective way to alter our behavior, say, to lose weight or stop smoking?
Cognitive	How we encode, process, store, and retrieve information	How do we use information in remembering? Reasoning? Solving problems?
Social-cultural	How behavior and thinking vary across situations and cultures	How are we—as Africans, Asians, Australians, or North Americans—alike as members of one human family? As products of different environmental contexts, how do we differ?

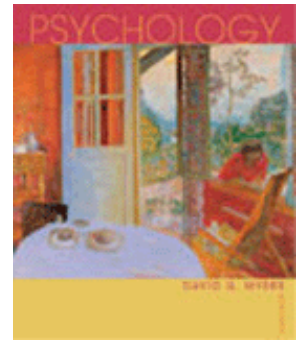
There are various different approaches in contemporary psychology.

An approach is a perspective (i.e. view) that involves certain assumptions (i.e. beliefs) about human behavior: the way they function, which aspects of them are worthy of a study and what research methods are appropriate for undertaking in the study. There may be several different theories within an approach/perspective.

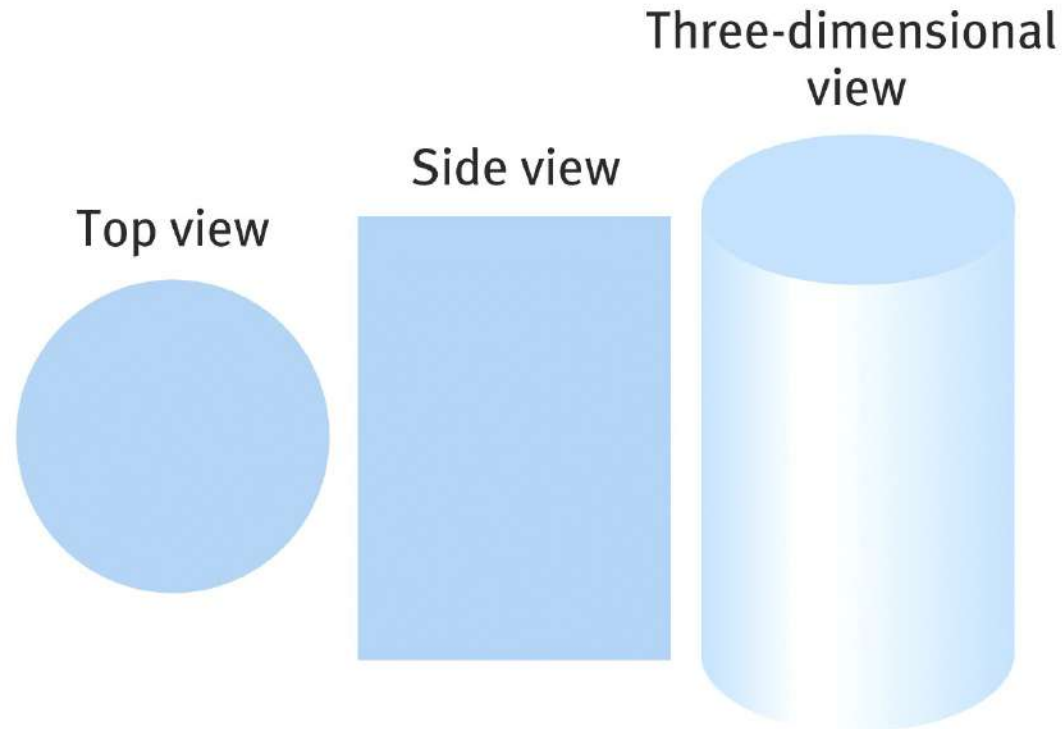
You may wonder why there are so many different psychology approach/perspectives and whether one approach is correct and others wrong. Most psychologists would agree that no one perspective is correct, although in the past, in the early days of psychology, the behaviorist would have said their perspective was the only truly scientific one.

Each perspective has its strengths and weaknesses, and brings something different to our understanding of human behavior. For this reasons, it is important that psychology does have different perspectives to the understanding and study of human and animal behavior.

# Prologue: Contemporary Psychology



- Psychology's Perspectives
  - A lot depends on your viewpoint

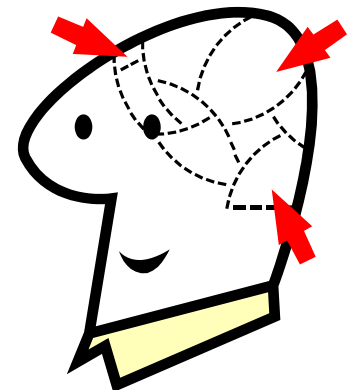
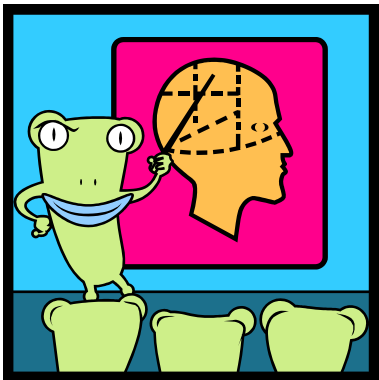




# Cognitive perspective



- identify the components (structure) of the mind
- the way to learn about the brain and its functions was to break the mind down into its most basic elements
- the whole is equal to the sum of the parts
- **Wilhelm Wundt**: first psychological laboratory in 1879
- **Introspection**: having a person "look inward", focus on, and try to understand the emotion or thought they are experiencing at that moment





# Cognitive perspective

- The cognitive perspective is concerned with “mental” functions such as memory, perception, attention etc. It views people as being similar to computers in the way we process information (e.g. input-process-output). For example, both human brains and computers process information, store data and have input an output procedures. In other words, psychologists from this perspective study cognition which is ‘the mental act or process by which knowledge is acquired.’
- This had led cognitive psychologists to explain that memory comprises of three stages: encoding (where information is received and attended to), storage (where the information is retained) and retrieval (where the information is recalled).
- It is an extremely scientific approach and typically uses lab experiments to study human behavior.

# The Cognitive Approach

- People's *thoughts* and behaviors come from *the way they interpret and mentally process their experiences*
- Cognitions = mental processes = thoughts, feelings, expectations, perceptions, memories, etc.



# Famous Cognitive Psychologists



Howard Gardner



Jean Piaget



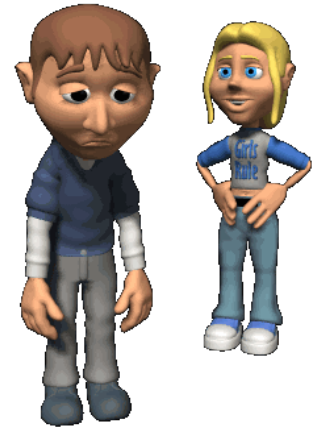
Konrad Lorenz

# Cognitive

- Focuses on how we think (or encode information)
- How do we see the world?
- How did we learn to act to sad or happy events?
- Cognitive Therapist attempt to change the way you think.



You meet a girl...  
Hopes are high!!!

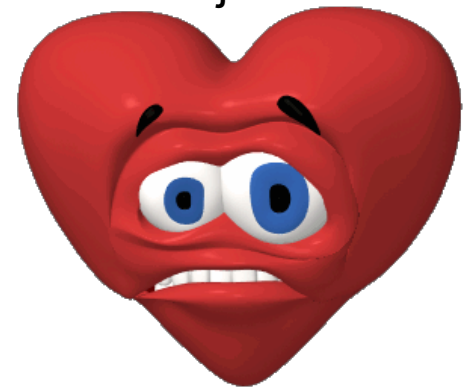


She rejects  
you...don't  
even get digits.

How do you react to the rejection?



Some learned get back  
on the horse  
And try again.



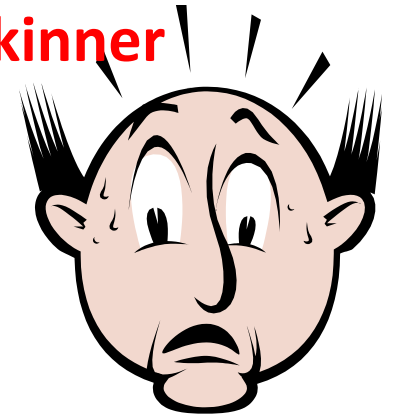
Some learned to give up  
and live a lonely life of  
solitude.

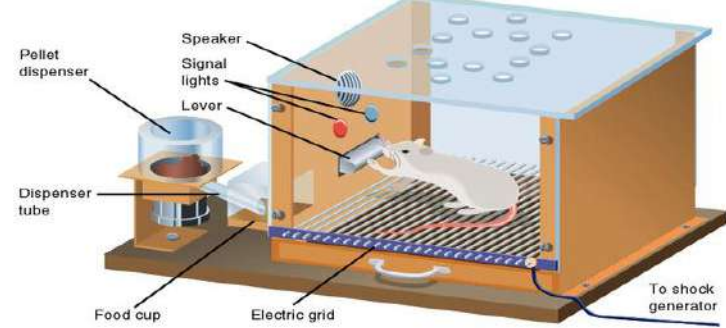


# Behaviorist perspective



- Learning: change in behavior from **experience**.
- external change that we can **observe; mental processes not included**
- Organisms are born as **blank slates**; not born to behave in certain ways. Each organism has different experience with environment → each has different set of behaviors
- Stimulus/response relationship
- **Pavlov (classical conditioning), Watson, Skinner (operant conditioning):** psychologists
- Reflexes: **innate & conditioned**

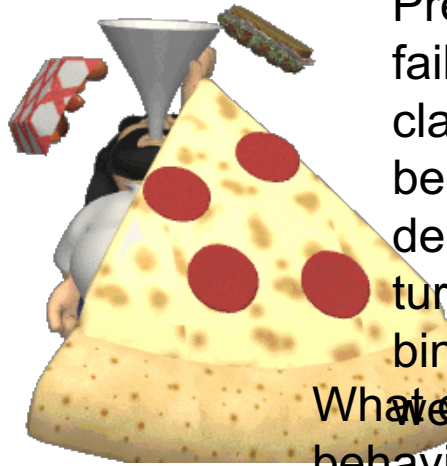




# Behaviorist perspective

- If your layperson's idea of psychology has always been of people in laboratories wearing white coats and watching hapless rats try to negotiate mazes in order to get to their dinner, then you are probably thinking of behavioral psychology.
- Behaviorism is different from most other approaches because they view people (and animals) as controlled by their environment and specifically that we are the result of what we have learned from our environment. Behaviorism is concerned with how environmental factors (called stimuli) affect observable behavior (called the response).
- The behaviorist approach proposes two main processes whereby people learn from their environment: namely classical conditioning and operant conditioning. Classical conditioning involves learning by association, and operant conditioning involves learning from the consequences of behavior.

# Behavioral



Pretend that you fail psychology class. You become depressed. In turn, you begin to binge and gain weight. What do you think a behaviorist may do?

- Focuses on observable behaviors while putting feelings to the side.
- We behave in ways because we have been conditioned to do so.
- To change behaviors, we have to recondition the client.



They would probably ignore the fact that you are depressed and just focus on your overeating.

Maybe make you run a mile every time you eat over 2000 calories.

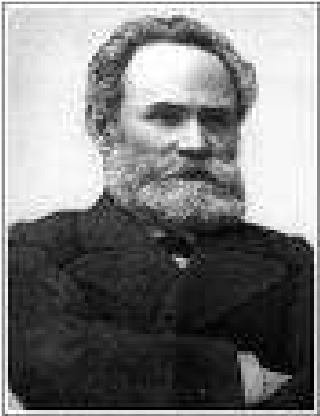
# The Behavioral Approach

- People behave in response to external stimuli/environmental cues, not in response to their thoughts or to past experiences
  - *Focus on studying observable behaviors, not internal processes*
- People behave in ways to seek rewards and avoid punishment
- Learning/Conditioning is an important principle





# Famous Behaviorists



Ivan Pavlov



Edward  
Thorndike



John B.  
Watson ↓



B.F. Skinner

Rosalie  
Rayner →



## Behavioral Perspective

Focuses  
on our  
OBSERV  
ABLE  
behaviors

.  
Only  
cares  
about the  
behaviors  
that  
impair our  
living, and  
attempts  
to change  
them.



If you bit your fingernails when you were nervous, a behaviorist would not focus on calming you down, but rather focus on how to stop you from biting your nails.



# Humanistic Psychology perspective



- Human nature is viewed as basically **good**
- focus on methods that allow fulfillment of **potential**
- Work on the “**whole person**”
- **Maslow**: Hierarchy of Needs
- **Rogers**: *self-concept*, self-actualization, client centered therapy, unconditional positive regard



# Humanistic Psychology perspective

- Humanistic psychology is a psychological perspective that emphasizes the study of the whole person. Humanistic psychologists look at human behavior not only through the eyes of the observer, but through the eyes of the person doing the behaving.
- Humanistic psychologists believe that an individual's behavior is connected to his inner feelings and self-image. The humanistic perspective centers on the view that each person is unique and individual and has the free will to change at any time in his or her lives.
- The humanistic perspective suggests that we are each responsible for our own happiness and well-being as humans. We have the innate (i.e. inborn) capacity for self-actualization which is our unique desire to achieve our highest potential as people.

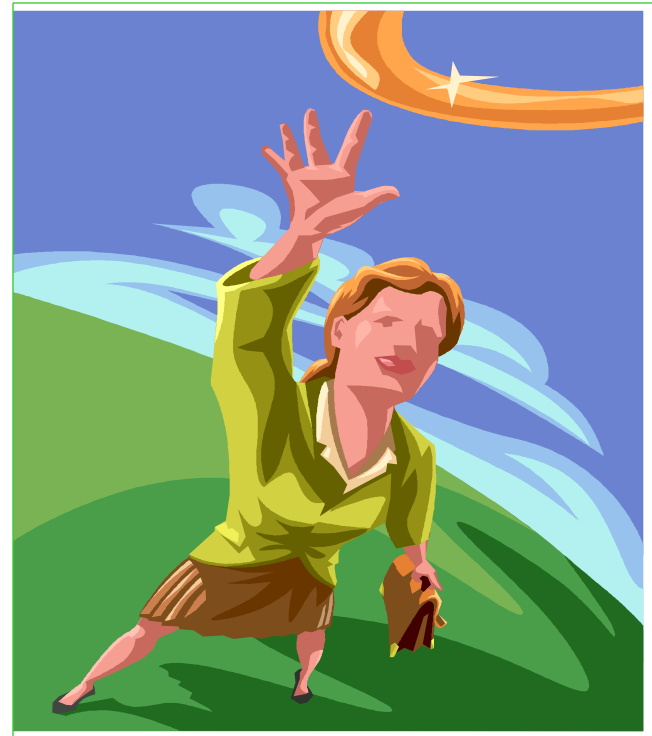
# Humanistic

- Peaked in the late 1960's and 70's....so it focused on spirituality and free will.
- We have to strive to be the best we can be "self-actualization".
- Happiness is defined by the distance between our "self-concept" and "ideal self".



# The Humanistic Approach

- Behaviors are tied to *feelings of self-worth*
- People *strive towards self-development and personal fulfillment*



# Famous Humanists



Abraham Maslow



Carl Rogers



Harry Harlow



Mary Ainsworth



Erik Erikson

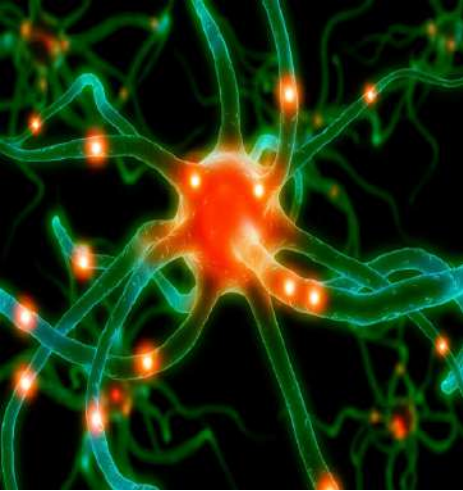
## Humanistic Perspective

Focuses on positive growth  
Attempt to seek self-actualization  
Therapists use active listening and  
unconditional positive regard.



Mr. Rogers would have made a great  
Humanistic Therapist!!!

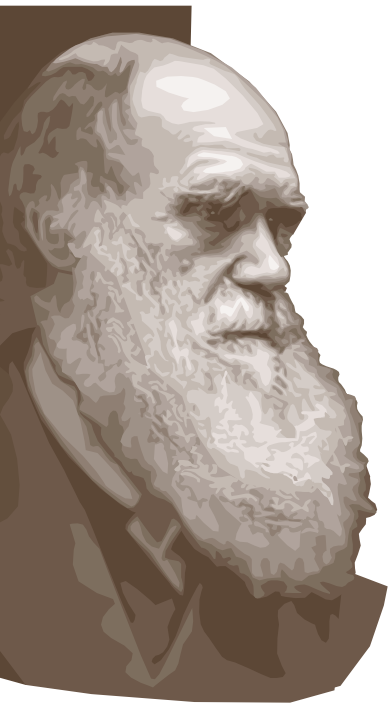




# Biological (biopsychology) perspective- in the past called neuroscience



- studies the physical basis for animal and human behavior
- studies the immune system, nervous system and genetics
- has grown as the technology used to study the brain and nervous system has advanced
- Charles Darwin: first to see this (evolutionary psychology)
- Rosenzweig, Sperry (other psychologists)



# Biological (biopsychology) perspective

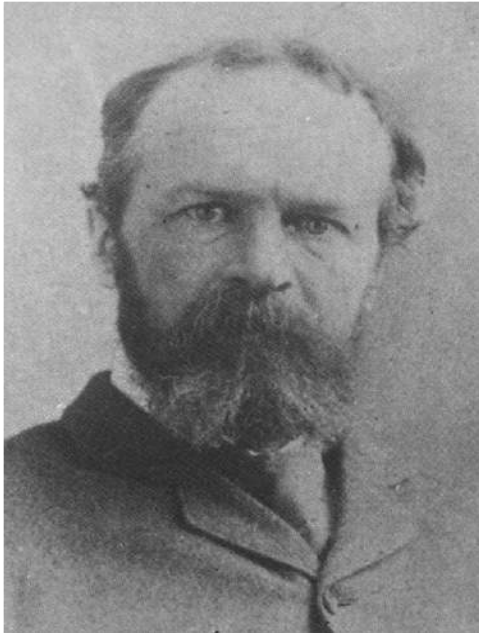
- Theorists in the biological perspective who study behavioral genomics consider how genes affect behavior. Now that the human genome is mapped, perhaps, we will someday understand more precisely how behavior is affected by the DNA we inherit. Biological factors such as chromosomes, hormones and the brain all have a significant influence on human behavior, for example gender.
- The biological approach believes that most behavior is inherited and has an adaptive (or evolutionary) function. For example, in the weeks immediately after the birth of a child, levels of testosterone in fathers drop by more than 30 per cent. This has an evolutionary function. Testosterone-deprived men are less likely to wander off in search of new mates to inseminate. They are also less aggressive, which is useful when there is a baby around.
- Biological psychologists explain behaviors in neurological terms, i.e. the physiology and structure of the brain and how this influences behavior. Many biological psychologists have concentrated on abnormal behavior and have tried to explain it. For example biological psychologists believe that schizophrenia is affected by levels of dopamine (a neurotransmitter).

# The Biological Approach

- Behaviors are determined through the *workings and interrelationships of the brain, nervous system, endocrine system and the genes that created these systems*
- A subdivision is the Evolutionary Approach which focuses on the fact that *behavior is adaptive and hereditary* (coded in genes and has developed over time)
  - the Principle of Natural Selection



# Famous Biological Psychologists



William James &  
Carl Lange



Stanley Schachter



Walter Cannon  
& Philip Bard

# Psychodynamic perspective

- **Sigmund Freud**
- Focused on how **childhood** events & **unconscious** mind affect behavior
- Little or no free will
- Developed **psychoanalysis**



# Psychodynamic perspective

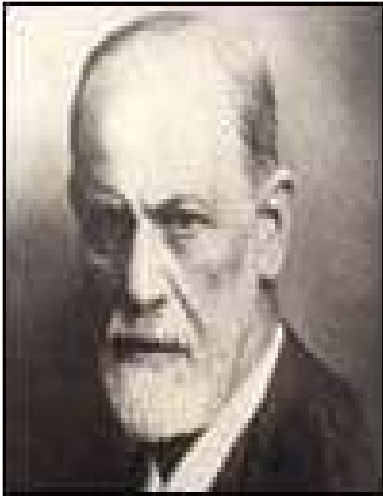
- So many expressions from our daily life come from Freud's theories of psychoanalysis - subconscious, denial, repression and anal personality to name only a few.
- Freud believes that events in our childhood can have a significant impact on our behavior as adults. He also believed that people have little free will to make choices in life. Instead our behavior is determined by the unconscious mind and childhood experiences.
- Freud's psychoanalysis is both a theory and a therapy. It is the original psychodynamic theory and inspired psychologists.
- Freud, the founder of [psychoanalysis](#), explained the human mind as like an iceberg, with only a small amount of it being visible, that is our observable behavior, but it is the unconscious, submerged mind that has the most, underlying influence on our behavior. Freud used three main methods of accessing the [unconscious mind](#): free association, dream analysis, and slips of the tongue.

# The Psychodynamic Approach- sometimes called Psychoanalysis

- The *unconscious mind* is the source and storehouse of a lot of motivations, needs, desires, memories and conflicts (many of these things are not positive forces)
  - *Focus on studying internal drives, the person's past experiences and symbols that arise from the unconscious through dreams, free association, etc.*
  - Psychoanalysis
- The one of the conscious mind's duties is to hold back and filter the contents of the unconscious mind



# Famous Psychodynamic Psychologists



Sigmund Freud



Alfred Adler



Carl Jung



Karen Horney



## Psychodynamic Perspective



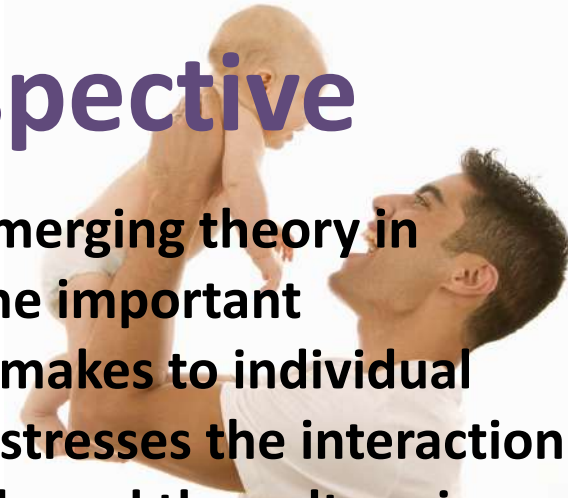
Fathered by Sigmund Freud.

Our behavior comes from unconscious drives.

Usually stemming from our childhood

What might a psychoanalyst say is the reason someone always needs to be chewing gum?

# Socio-cultural perspective

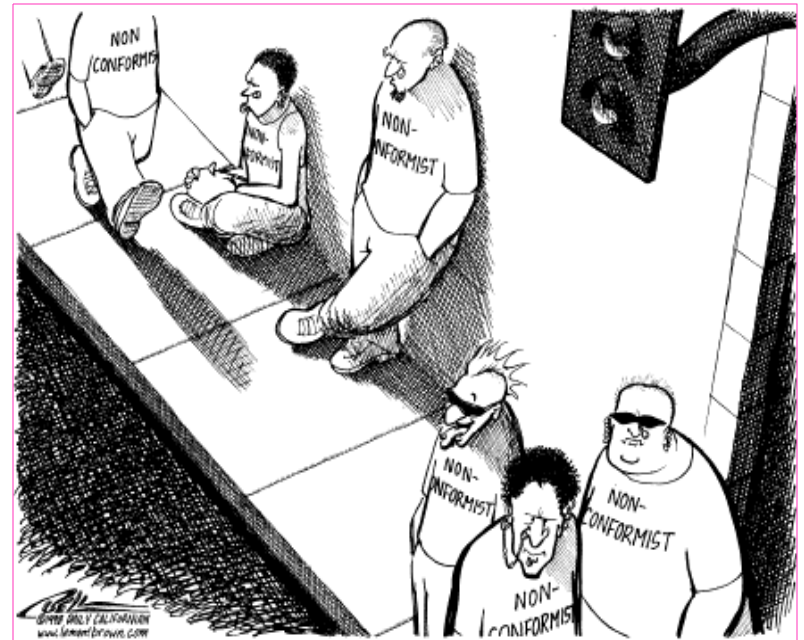


- Sociocultural theory is an emerging theory in psychology that looks at the important contributions that society makes to individual development. This theory stresses the interaction between developing people and the culture in which they live.
- **Vygotsky**: stressed the fundamental role of social interaction in the development of cognition
- **community** plays a central role in the process of learning
- Learning is life-long; **language** is key
- **Zone of Proximal Development**: social learning leads to cognitive development
- Behavior results from social and cultural influences.
  - Ex: Kissing



# The Socio-cultural Approach

- People's behavior can only be understood within their *social context*
- In other words, *people have certain rules that they must follow as dictated by their culture*
  - Social Learning of norms and expectations is important



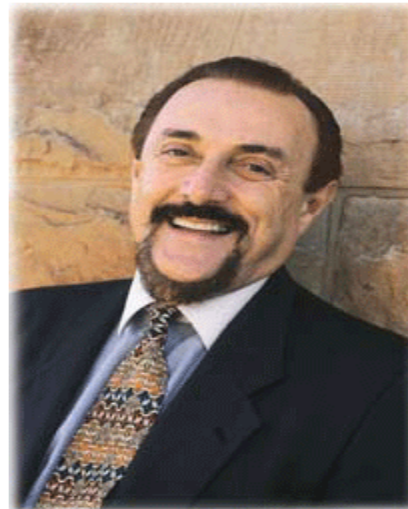
# Famous Social Psychologists



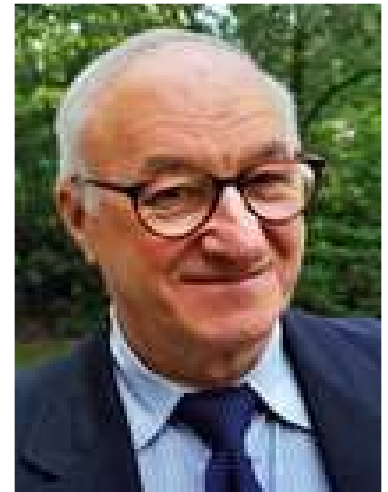
Stanley Milgram



Solomon Asch



Phillip Zimbardo



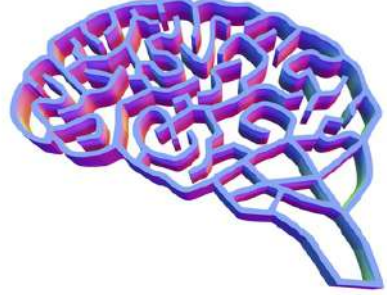
Albert Bandura

## Social-Cultural Perspective

Focus on how your culture effects your behavior.



Even in the same high school, behaviors can change in accordance to the various subcultures.

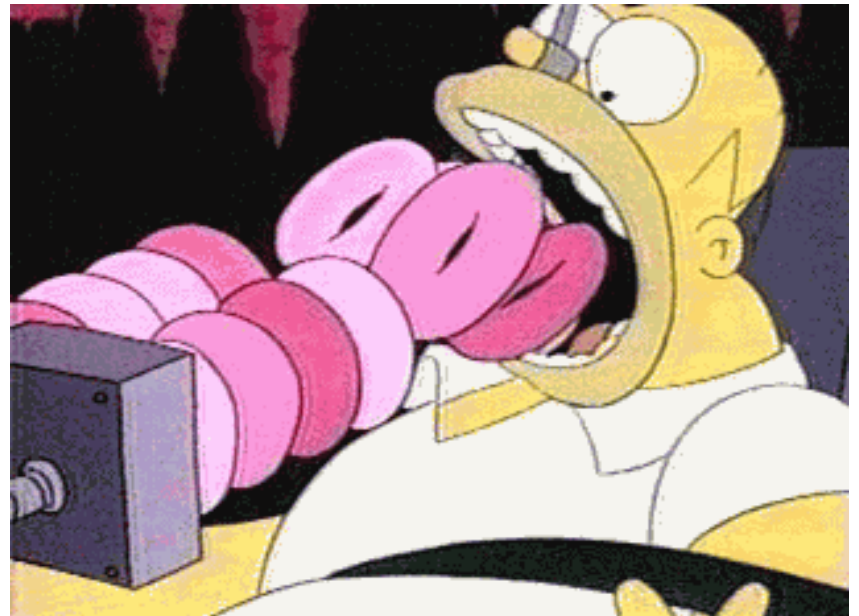


# Evolutionary Psychology- not a perspective

- Evolutionary psychology is a relatively new scientific discipline that looks at how human nature has evolved over time as a series of built up psychological adaptations. Many evolutionary biologists and other scientists are still reluctant to recognize evolutionary psychology as a valid science.
- Much like [Charles Darwin's](#) ideas about [natural selection](#), evolutionary psychology focuses on how favorable adaptations of human nature are selected for over less favorable adaptations. In the scope of psychology, these adaptations could be in the form of emotions or problem solving skills.
- Mental abilities evolve over millions of years
  - Ex: Vision

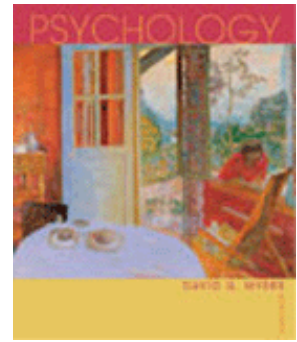
## Evolutionary Perspective

Focuses on Darwinism. We behave the way we do because we inherited those behaviors. Thus, those behaviors must have helped ensure our ancestors survival.

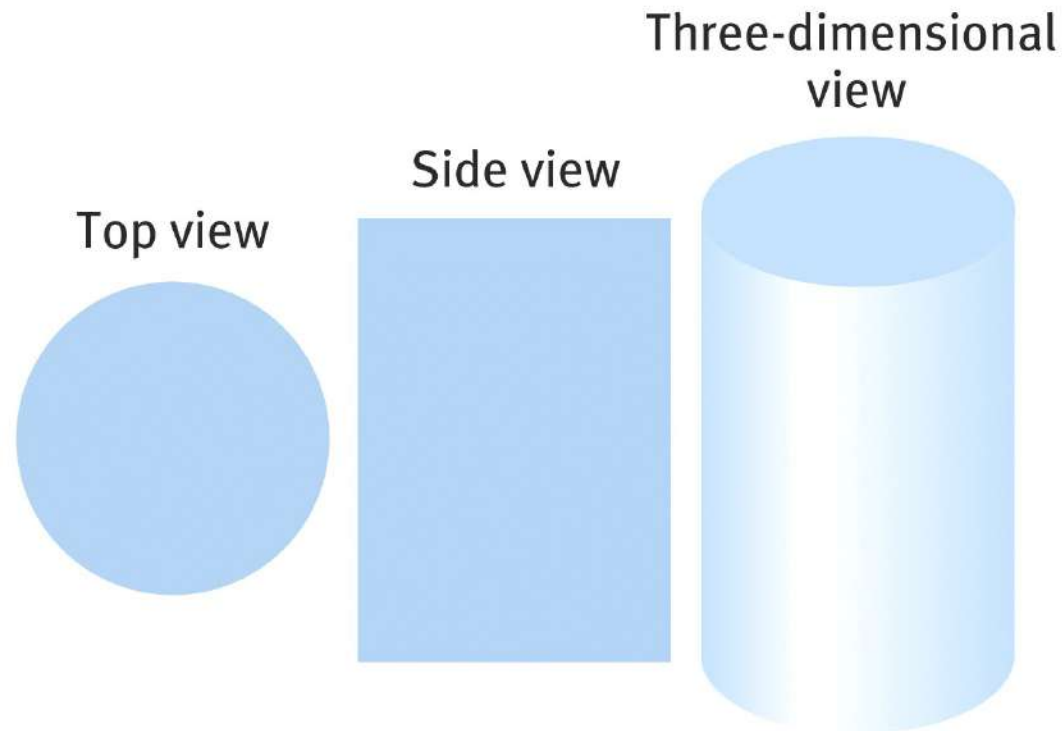


How could this behavior ensured Homer's ancestors survival?

# Prologue: Contemporary Psychology



- Psychology's Perspectives
  - A lot depends on your viewpoint





# Questions for focus:



- Who are the major contributors to the field of psychology?
- What are the major fields in psychology?
- What are the major subfields of psychology?
- What are some occupations in the field of psychology?

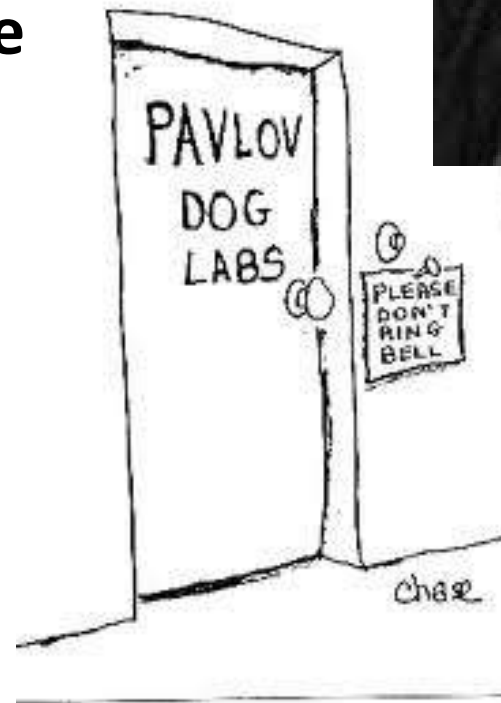
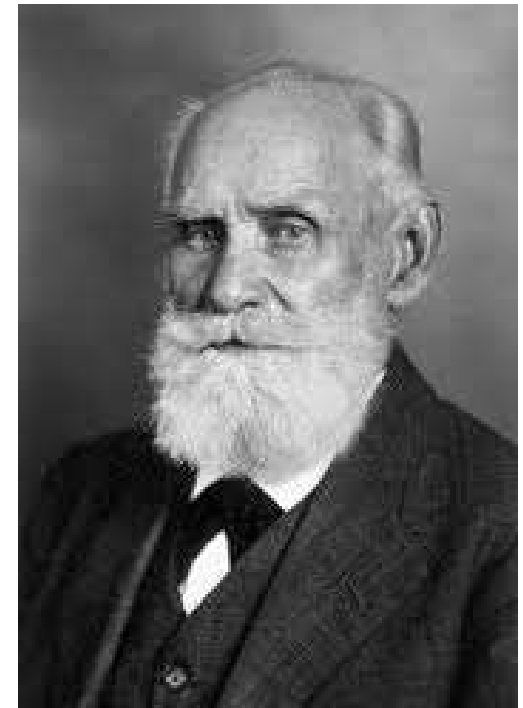
# Wilhelm Wundt (“Voont”)

- Considered the “father” of psychology (German)
- 1879: opened lab for experiments
- Studied conscious experience by examining its *structure* or components parts (sensations, feelings) using individuals who were trained in *introspection*. This "school of psychology" became known as *structuralism*.



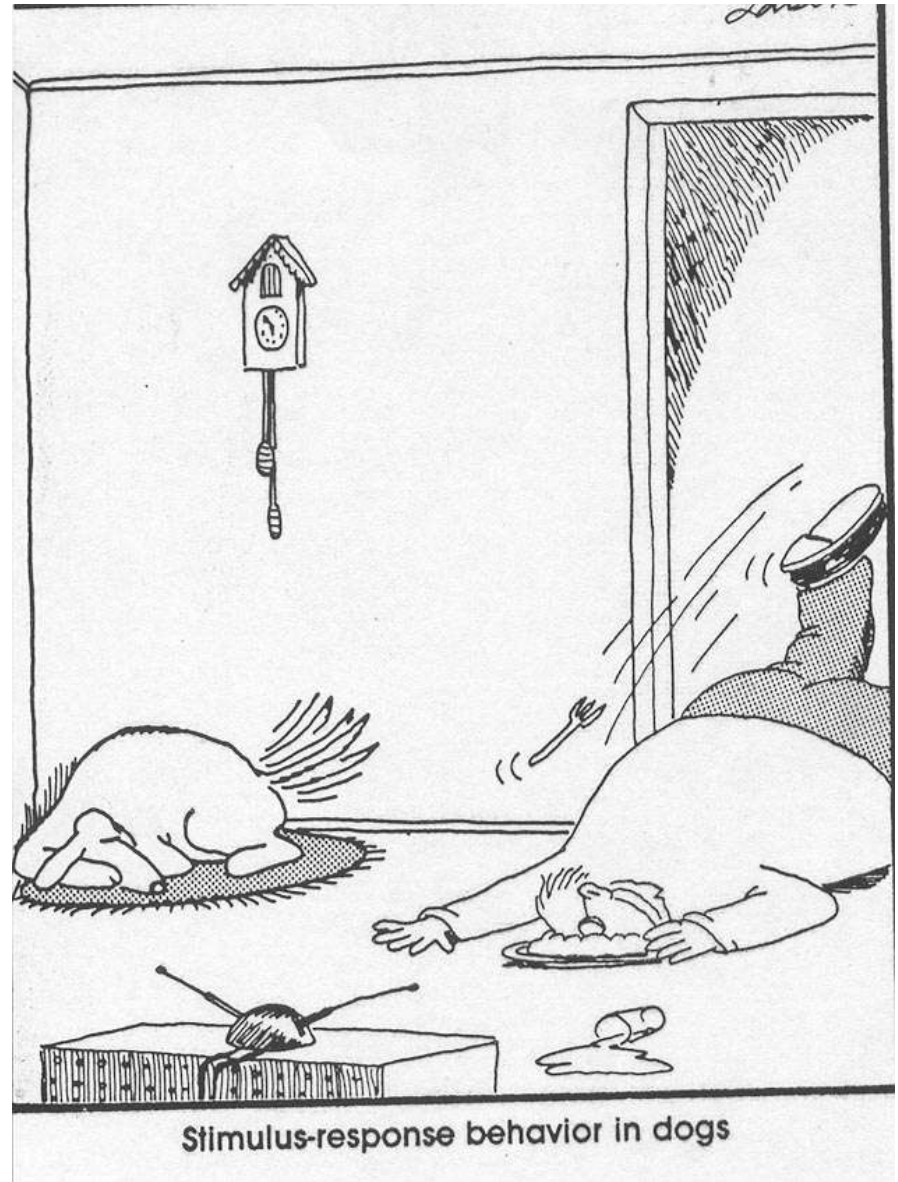
# Ivan Pavlov

- Russian
- Studied the digestive system: 1890s
- Made dogs salivate whether food was there or not (using bells)
- ***School of Thought: Behaviorism***
- ***Innate reflexes*** (unlearned: yawning, sneezing) vs. ***conditioned reflexes*** (learned: various fears)





Unbeknownst to most students of psychology, Pavlov's first experiment was to ring a bell and cause his dog to attack Freud's cat.

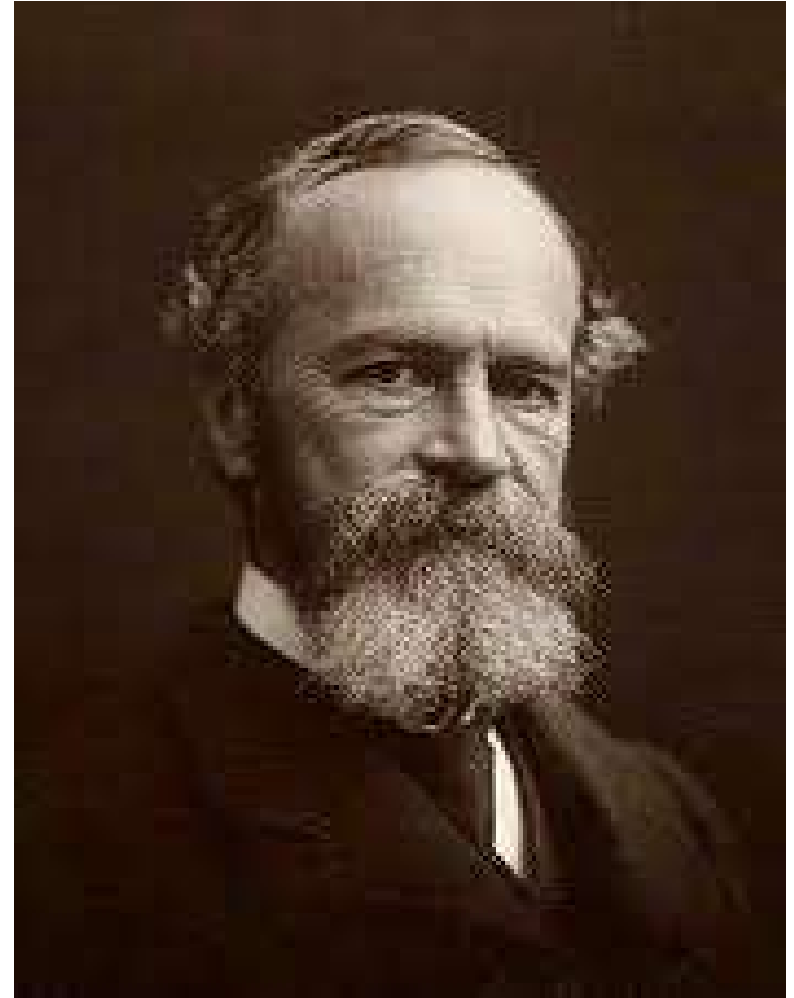


Stimulus-response behavior in dogs



# William James

- Introduced psychology in the US, published 1<sup>st</sup> psych textbook in 1890 (*Principles of Psychology*)
- **Functionalism:** emphasizes the functions of behavior & how people adapt to their environment

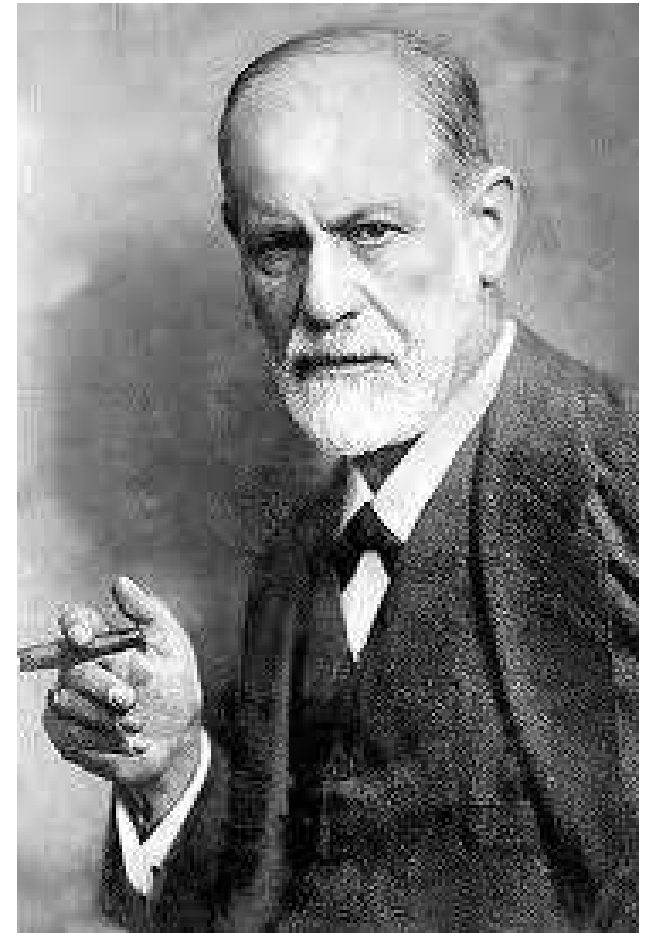


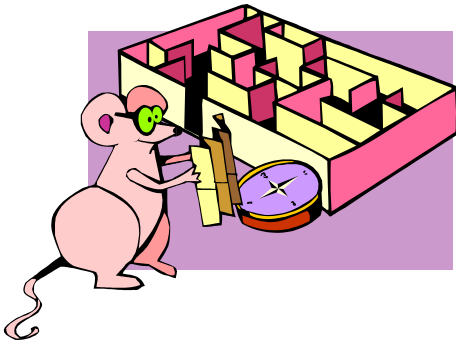


# Sigmund Freud



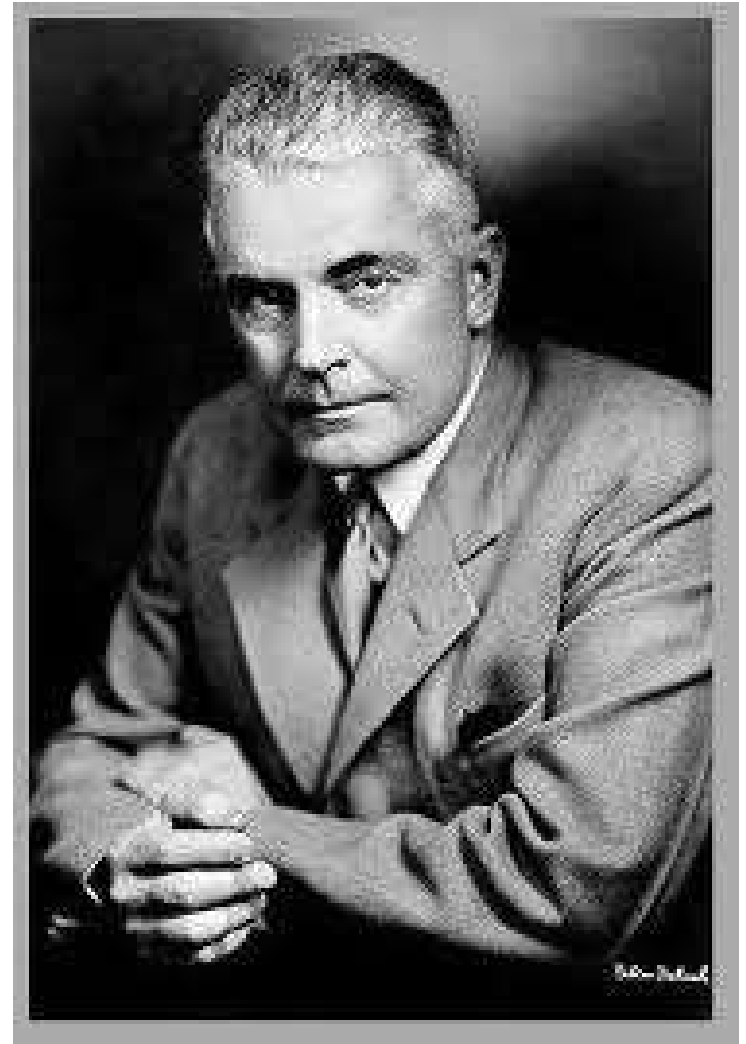
- 1900 (Austrian): introduced the theory of personality: *psychoanalysis*
- Focused abnormal behavior & on unconscious causes of behavior (drives/conflicts)
- Relied on personal observation/reflection instead of experimentation (“freudian slip”)
- Many ideas disproved, but still use idea that inner thoughts/conflicts & childhood affect personality & behavior





# John B. Watson

- Launched **Behaviorism** (1913): only observable & objectively describable acts (can be influenced by rewards)



# B.F. Skinner

- ***Behaviorism*** (1938): the idea that psychologists should stick to observable behavior, not the mind (such as how behavior changes with learning)
- Dominated psychology for 50 years



**GIVE ME A CHILD  
AND I'LL SHAPE HIM INTO ANYTHING.**

**B.F. Skinner**  
1904 - 1990

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# Carl Rogers

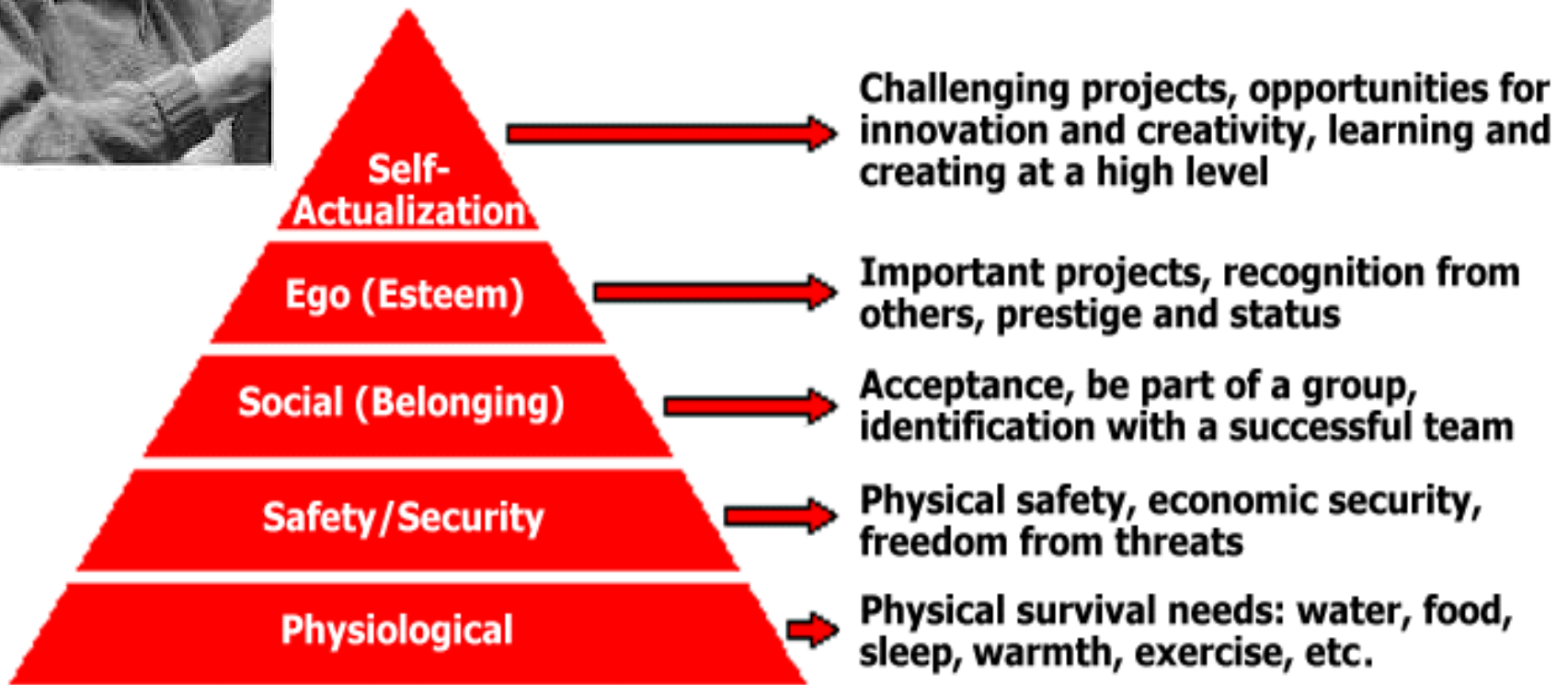


- **Humanistic psychology:** (1960s) emphasized conscious experience.
- Said humans have *free will*: strive to reach potential—not just controlled by rewards & reinforcements
- Similar psychologist: *Abraham Maslow* (1954)—Hierarchy of needs



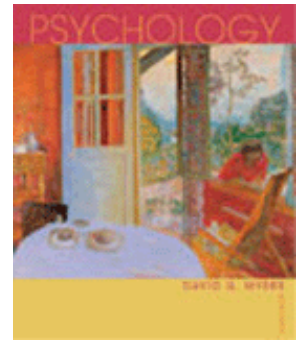


# Abraham Maslow

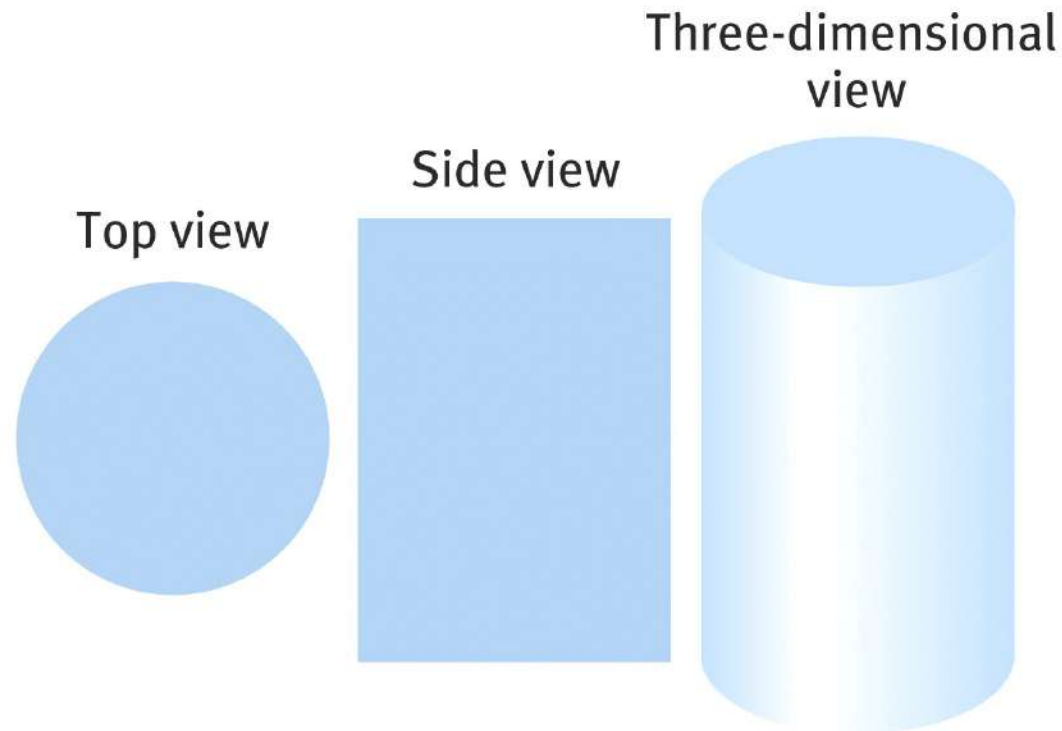


Maslow's Hierarchy of Needs is shown above. The pyramid illustrates the five levels of human needs. The most basic are physiological and safety/security, shown at the base of the pyramid. As one moves to higher levels of the pyramid, the needs become more complex. A collaborative IPT can provide self-actualization through team performance, with the ego and social needs reinforced by other team members.

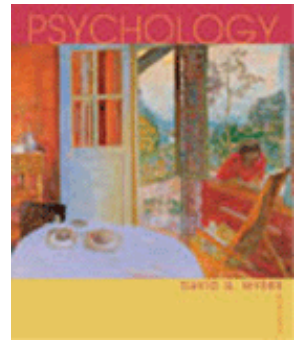
# Prologue: Contemporary Psychology



- Psychology's Perspectives
  - A lot depends on your viewpoint

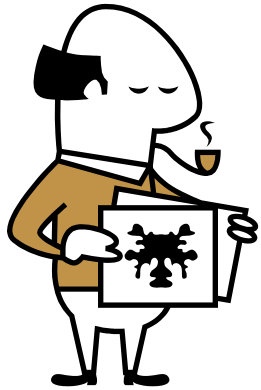


# Prologue: Contemporary Psychology



- Psychology's Subfields
  - Basic Research
    - Biological psychologists explore the links between brain and mind
    - Developmental psychologists study changing abilities from womb to tomb
    - Cognitive psychologists study how we perceive, think, and solve problems

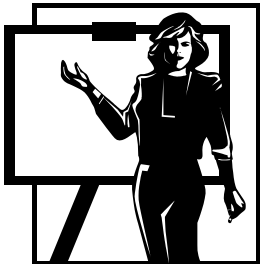
# Occupations in Psychology



- **Clinical psychologist:** clinical therapy (dealing with psychiatric disorders, or can specialize, such as working with specific groups), art/music therapy



- **Academic psychology:** research
- **Organizational psychologists:** help businesses operate better/more efficiently
- **Human-factor psychologists:** people/machine interaction at home/work
- **Educational psychologists:** classroom & curriculum development
- **Sports psychology:** consultant to sports teams; connect mental health with performance
- **Other careers:** social work, counseling, psychiatric nurse, animal trainers, corrections, criminal investigator, etc.





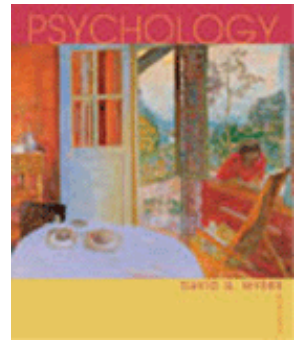
# Subfields of psychology



- **APPLIED RESEARCH**
- **Biopsychology** (behavioral neuroscience): relationship between brain & behavior
- **Clinical** psychology: treatment of mental & emotional illness
- **Developmental** psychology: study physical & mental development over lifespan (can specialize)
- **Forensic** psychology: work in court system: screen witnesses, give testimony; study criminal behavior
- **Industrial-organizational** psychology: workplace issues
- **Personality** psychology: study patterns that make people unique
- **Social** psychology: study social behavior (interactions with others)
- **School** psychology: work with children/students, parents, teachers in academic settings



# Prologue: Contemporary Psychology



- **Psychiatry**
  - A branch of medicine dealing with psychological disorders
  - Practiced by physicians who sometimes use medical (for example, drug) treatments as well as psychotherapy

# Review

- **List the 8 major contributors to the field of psychology.**
- **Name five subfields in psychology.**
- **List at least five occupations in psychology.**