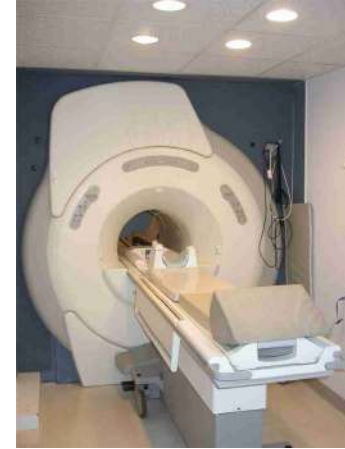


# History and Approaches

Slides are coloured in accordance with their importance:

- Green slides are the most important.
- Yellow slides are less important.
- Red slides can PROBABLY be ignored.

# Basic Psychology Timeline



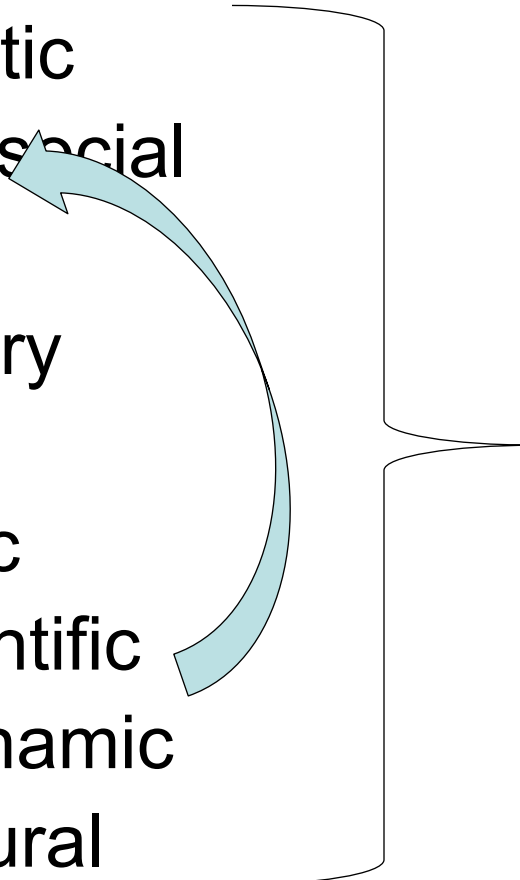
c. 40,000 BC:  
introspection  
begins.

AD 1886: Freud  
opens his first  
medical practice.

1973:  
MRI developed.

Present day.

# What are Psychology's Major Approaches?

- Behavioristic
  - Biopsychosocial
  - Cognitive
  - Evolutionary
  - Genetic
  - Humanistic
  - Neuroscientific
  - Psychodynamic
  - Socio-cultural
- 

NOTE: Most of these terms contain the answer in the name itself; you'll just need to "unpack" the term.

Key idea: Nature vs Nurture is the dominant controversy in psychology!

# Behaviorism

- These guys believe that our behaviours are shaped by conditioning. In other words, nurture is more important than nature.
- **Skinner** and **Watson** are the two key names to know.
  - BF Skinner did research into operant conditioning.
  - John Watson applied Pavlov's research to humans.
- Mnemonic: teachers and parents want you to behave, so they condition you.

# Biopsychosocial

- This all-inclusive approach implies that human behaviour is caused by what three factors?
  - Our **bio**logy, the physical characteristics we're born with (nature).
  - Our **psycho**logical processes, including what we've learned (nurture) and how we make judgements (nature + nurture).
  - Our **social** environment at any given time (nurture).

# Cognitive (aka Cognitive Neuroscience)

- The main idea here is that, whether nature or nurture, our behaviours all stem from the brain first, with all other influences coming afterward.
  - Brain processes include:
    - Memory
    - Judgement
    - Problem-solving ability
    - Reason and logic
  - These processes can be studied using imaging and scanning techniques.

# Evolutionary

- Think Darwin! Useful traits survive and prosper; useless ones don't.
- This perspective emphasizes nature over nurture: you behave the way you do because, over time, other humans behaved similarly.
- Closely related to the Genetic approach, but is broader in scope.

# Genetic

- This is a more focused version of the Evolutionary perspective.
  - Rather than focusing on behaviours common to the entire species, this approach emphasizes the specific genetic inheritance of each individual.
  - Based almost entirely on nature, rather than nurture.
  - This approach is the opposite of...?



# Humanistic

- This approach should make you think of **Carl Rogers**.
- Know the following important trivia:
  - Humanistic psychology came from the '60s. If you picture self-indulgent hippies “finding themselves,” you won’t be too far off.
  - This approach was a reaction to Behaviourism.
- The emphasis is on the individual physical and psychological characteristics that motivate each of us.
- This approach implies that we’re all in pursuit of self-actualization.

# Psychodynamic

- This approach emphasizes the importance of several factors when studying behaviour:
  - Subconscious thoughts and ideas (nature + nurture)
  - Childhood experiences, especially negative ones (nurture)
  - Hedonism as a basic motivational impulse (nature, controversially)
- Think **Freud**.
- Mnemonic: Freud was the “father of psych,” and this is the only approach that starts with “psych.”

# Socio-cultural

- This approach is exactly what it sounds like: an explanation of human behaviour based on what environment you come from.
  - Similar to Behaviorism, but less precise and harder to quantify.
  - Based on nature (the “social” aspect of being human) and on nurture (the culture in which you were raised).

# Further Vocab:

- Structuralism: an early way of thinking about the mind through introspection (self-analysis).  
Mnemonic: building inspectors look at structures, and *inspector* sounds like *introspection*.
  - **EB Titchener** was a leading proponent.
- Functionalism: a later way of thinking about the mind as the “sum of its functions.”
  - **William James** is most closely associated with functionalism. Mnemonic?
- Empiricism: a belief in the importance of observable phenomena when drawing conclusions. This is the basis of modern science.
- Anecdote: the opposite of empiricism.