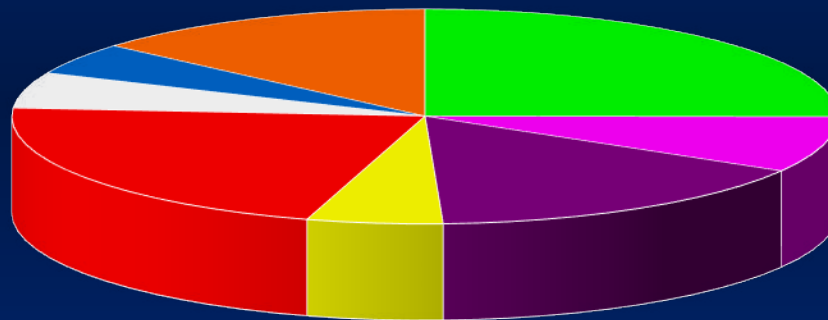


Fields of Psychology

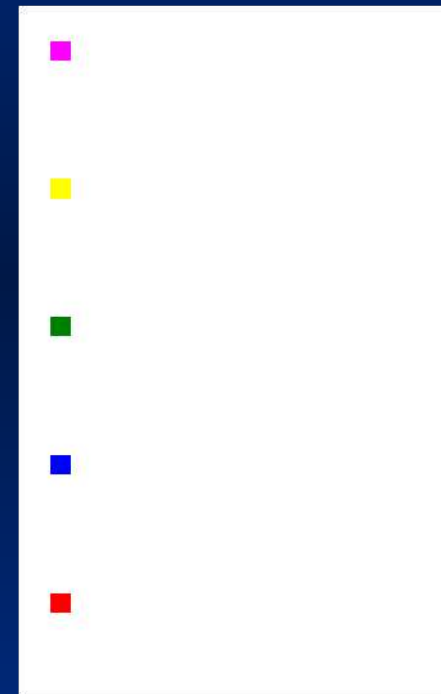
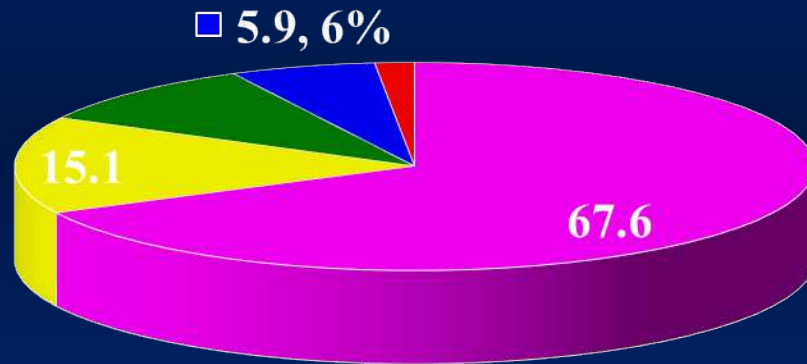
- Developmental
- Physiological
- Experimental
- Personality
- Clinical and Counseling
- Social
- Industrial and Organizational (I/O)

Areas by Research Interests



- Developmental
- Physiological
- Experimental
- Personality
- Social
- Cognitive
- Psychometric
- Other

Areas by Profession



Developmental Psychology

studies human mental and physical growth
from conception to death

- child psychologists
- adolescent psychologists
- life-span psychologists

Physiological Psychology

investigates the biological basis of human behavior

- neuropsychologists
- psychobiologists
- behavioral geneticists

Experimental Psychology

conducts research on basic
psychological processes, such as:

- learning
 - memory
 - sensation
 - perception
- cognition
motivation
emotion

Personality Psychology

- Personality psychologists study the differences among individuals.

Clinical & Counseling Psychology

- *Clinical psychologists* are interested primarily in the diagnosis, cause, and treatment of psychological disorders.
- *Counseling psychologists* are concerned primarily with “normal” problems of adjustments in life.

Social Psychology

- Social psychologists study how people influence one another.

Industrial & Organizational Psychology

Psychology applied to the workplace.

I/O psychologists are interested in

- selecting and training personnel
- improving productivity and working conditions
- the impact of computerization and automation on workers

Enduring Issues in Psychology

- Person — Situation
- Heredity — Environment
- Stability — Change
- Diversity
- Mind — Body

Psychology as Science

- scientific method
- theory
- hypotheses

Scientific Method

- An approach to knowledge that relies on a systematic method of generating hypotheses, collecting data, and explaining the data.

Theory

- The systematic explanation of a phenomenon.

Hypothesis

- A specific, testable prediction derived from a theory.

Goals of Psychology

- describe,
- explain,
- predict,
- and control some behaviors

Structuralism: Wundt & Titchener

- *Structuralism* was concerned with identifying the units of conscious experience.
- **1879:** Wundt founds psychology's first laboratory at Leipzig; 'Father of Psychology'
- Titchener subdivided consciousness into physical sensations, feelings, and images

Functionalism: William James

- *Functionalism* was concerned with the ongoing use of conscious experience.
- James argued that consciousness cannot be broken into elements.
- coined the phrase “stream of consciousness”

Psychodynamics: Sigmund Freud

- Freud focused on the unconscious determinants of behavior.
- Freud developed a method of therapy called psychoanalysis.
- Freud was the 1st psychoanalyst; and the 1st to analyze ‘dreams.’

Behaviorism: Watson & Skinner

- *Behaviorism* is only concerned with behavior that can be observed and measured.
- Watson founded behaviorism.
- Skinner focused on the role of reinforcement.
- Ivan Pavlov (Russian) known for famous experiments with dogs and learned responses.

Gestalt: Wertheimer, Köhler, & Koffka

- *Gestalt* movement was concerned with the perception of “good form.”
- coined the phrase “the whole is not equal to the sum of its parts”

Existential and Humanistic

- *Existentialism* is concerned with alienation and apathy in modern life.
- *Humanism* is concerned with helping people realize their full potential.
- Abraham Maslow- created the ‘hierarchy of needs;’ one had to reach one need before reaching another need.

Cognitive Psychology

- concerned with memory, thinking, language, learning, decision making
- expanded the concept of “behavior” to include thoughts, feelings, and states of consciousness
- Jean Piaget (Swiss)

Evolutionary Psychology

- concerned with the evolutionary origins of behaviors and mental process, their adaptive value, and the purposes they continue to serve.

Comparative Psychology

- * Study and compare behaviors across different species of animals, including humans.

Introspection

- Careful analysis of one's own consciousness and experiences.
- Looking into one's self.

Terms

- Psychology: study of the mind and behavior.
- “psyche”: soul, self, mind.
- Overt behavior: external and observable.
- Covert behavior: internal and non-observable.

More Terms

- Stimuli/stimulus: something that incites/causes activity/growth.
- Psychic: a person who is sensitive to nonphysical forces/sensitivity to spiritual...
- Eclecticism: the process of making your own theory by borrowing from other systems,

Two Basic Types of Psychologists

- Research Psychologists: study the origins, causes, or results of behaviors.
- Applied Psychologists: make direct use of studies (research data); use information to deal with people and problems directly; they have ‘patients’.