

Unit # 1

Part I 3-63 History, Approaches and research

Part II 65-97 Neuroscience and Behavior

Introduction

- Psychology – The systematic/Scientific Study of behavior and mental processes
- Behavior – Observable aspects of an individual
- Mental processes – Unobservable aspects of an individual

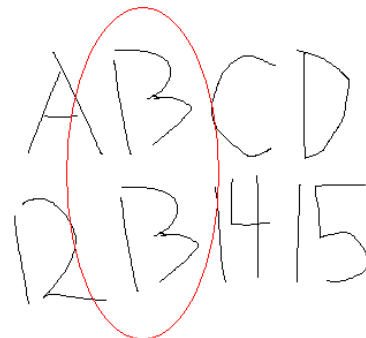
- Goals

1. To describe – Break gathered information down; describe some psychological phenomenon
2. To predict – Make predictions based on description
3. To understand – To understand these particular behaviors (Point where theories are developed)
4. Influence or change – Change actions in a positive way

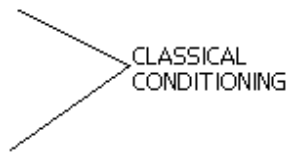
- Origins – Wilhelm Wundt 1879
 - Established 1st Psychology Laboratory

Approaches/Perspectives/Schools

- Structuralism → Perspective Wundt adhered to in 1879
 - Introspection – Looking into oneself
 - Interested in the very basic elements of conscious experience
 - Wilhelm Wundt, Edward Titchener (American, who went to Germany to study with Wundt)
 - J. Henry Alston
 - 1st African American psychologist to be published in a journal for APA (American Psychological Association)
- Gestalt Psychology
 - Also German school of thought
 - Focuses on perception
 - “The whole is greater than the individual parts”
 - Max Wertheimer
 - Wolfgang Kohler
 - “Phi Phenomenon”

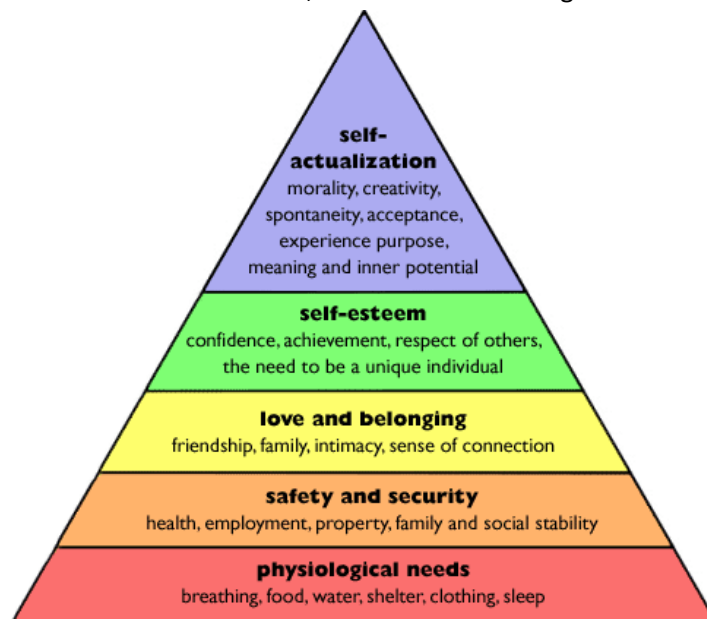


- Perception of movement between two or more stationary stimuli (Movies, appearance of movement, still pictures)
 - Functionalism
 - To understand why the thought is functional
 - Focused on how conscious experience was useful
 - William James
 - Professor at Harvard
 - Taught first psychology course in 1890
 - Had 1st psychology textbook published
 - 1st true American psychologist
 - Influenced by evolutionary ideas of Darwin
 - Human mind would evolve
 - Why and how emotions, fears, habits are developed
 - Herman Ebbinghaus
 - “On Memory” – Book published in 1885, which details his research
 - Over a 6-year period, he served as subject and experimenter
 - Memorized lists of nonsense syllables
 - Found that half of all forgetting happens within the 1st 20 minutes
 - Mary Whiton Calkins
 - Student of James
 - More in depth research on Memory
 - Memory based on associations (Paired associates)
 - Contemporary Cognitive Psychology
 - Internal mental processes of thought
 - Cognition
 - Most dominant perspective in the world today
 - Psychometrics
 - Measurement of mental functions/Mental capacity
 - Adminstry of Education in late 1890s France called Alfred Binet
 - Devised a test similar to IQ test
 - Measurement of arithmetic, vocabulary, and capacity
 - Called Binet-Simon Scale
 - Work became field of psychometrics
 - Behaviorism & Social Learning
 - Psychologists only interested in observable actions
 - Works of Ivan Pavlov initiated this school and laid the groundwork for Classical Conditioning
 - Pavlov
 - John B. Watson
 - Margaret Floy Washburn
 - Classical Conditioning –



Learning by association

- B.F. Skinner – Operant conditioning – Reinforcement (Contemporary Behaviorism)
 - Operant Conditioning – Teach a new behavior rather than changing of stimuli
 - Albert Bandura – Social Learning Theory
 - We learn by observation (Parents, siblings, friends, television)
 - Psychoanalysis (Psychoanalytic perspective)
 - Sigmund Freud
 - Unconscious/Subconscious
 - Motives
 - People talked to him, and he told them what it meant
 - Determined that root of almost all problems resulted from childhood
 - Motives – Internal states/conditions at the subconscious level that drive our behavior
 - Humanistic Psychology
 - We all have an innate tendency to strive to be the best we can be, reach full potential
 - Conscious minds
 - Abraham Maslow – Hierarchy of Needs
 - From the time we're born, we need certain things to reach full potential



- Carl Rogers – Positive Regard
 - Theories on personality development
 - Unconditional positive regard
 - If given, will be much more full / self actualized person

More Perspectives

- Neuroscience (Biological perspective)

- Focuses on influence of nervous system in explaining our behavior
- We are who we are due to biology
- Sociocultural Perspective
 - Cultural relativity/relativism
 - Grew out of Social Learning Theory presented by Albert Bandura
 - Understanding individuals based on their background
 - Cultural relativity – Viewing other cultures as though you were a member of that culture
- Evolutionary Perspective
 - Based on Darwin’s theory of Evolution
 - Understanding variations in genetic mutations
 - How characteristics are produced based on an adaptation process
- Positive Psychology
 - Martin Seligman
 - Studying individuals, who are smart/happy/healthy
 - Only interested in positive aspects
- Applied Areas of Modern Psychology:
 - Applied Psychologists – Psychologists who use their knowledge of psychology to solve problems, to help people in a positive way (80% of psychologists are applied psychologists)
 - Major specialties:
 - Clinical psychology (About 40% applied psychologists are clinical)
 - Work with individuals experiencing psychological disorders or emotional problems
 - Work in a clinic
 - Counseling psychology
 - Helps with problems that are in the way of reaching goals
 - IE Marriage counselors
 - Industrial/Organizational Psychologists
 - Work with companies to find the right employees that will build the best
 - Employer – Employee relationships
 - Try to make people happy in their job
 - Educational Psychology
 - Works with teachers or administrators to develop teaching strategies, curricula, etc
 - Play a large hand in developing tests
 - School psychology
 - Work with students experiencing problems that interfere with their learning
 - Health Psychology
 - Look at what causes health problems and preventative methods

- Psychology vs Psychiatry
 - Psychiatrists can prescribe medicine