

Welcome to the world of

Psychology



Psychology

What is Psychology

- Study of behavior and mental processes
 - What is behavior?
 - What are mental processes?

Significant Names in Field of Psychology

- William Wundt “Father of Psychology”
 - 1789, Germany
- William James first American psychologist
- APA formed 1892
- Freud
- *Pavlov
- Watson
- Piaget
- Skinner

Psychology evolved from

- Structuralism

- Identify the component (structure) of the mind
- Basic elements (sensation, images, feelings, memories, etc....)

- Functionalism

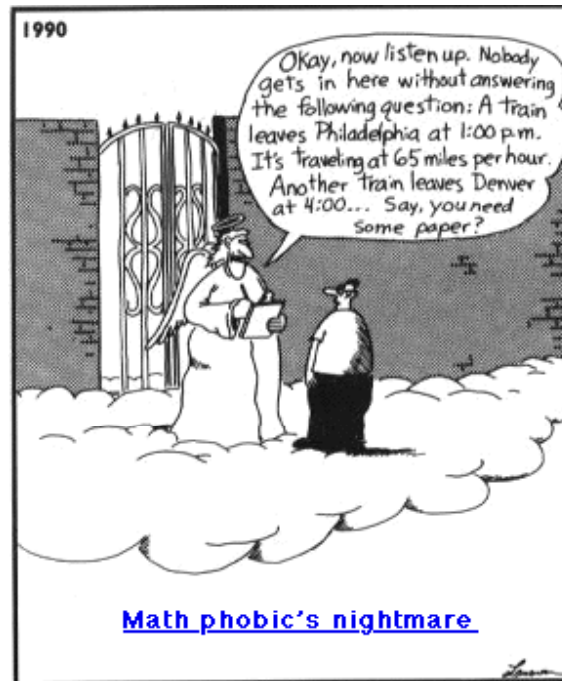
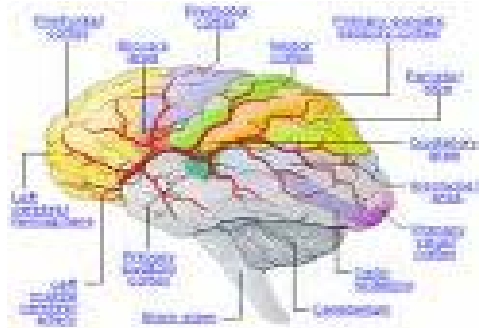
- Structure is important, but can't always observe what goes on in our heads
- What function does a behavior have?



Different Psychology Perspectives

1. Cognitive

- How we encode, process, store, and retrieve, interpret information
- Jean Piaget
- Examples: problem solving, memory recall, moral reasoning, recognizing faces

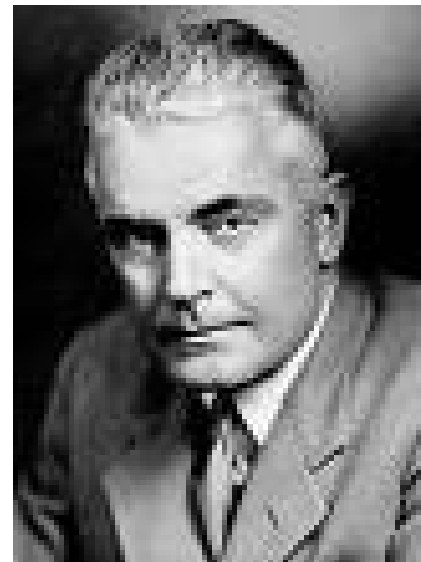
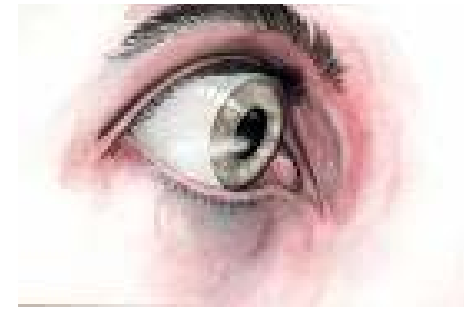


The Far Side by Gary Larson.

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2. Behavioral

- Something we can observe-see with your eyes
- Examples: modeling behavior, reaction to spiders, how be act in a crowd v. at home
- John B Watson



Lionel Tate



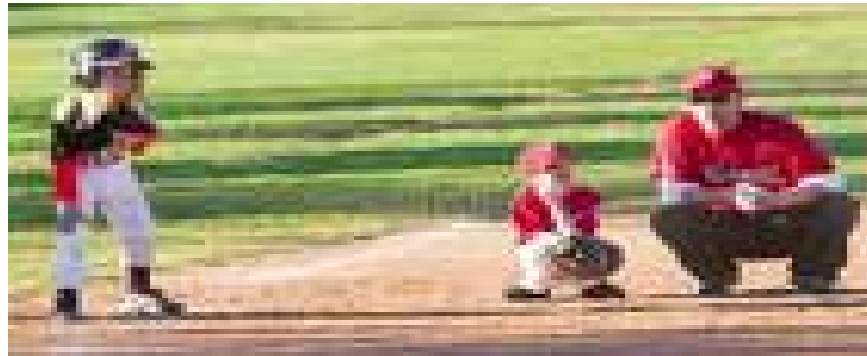
3. Psychoanalytic (Psychodynamic)

- Unconscious motives and conflicts
- Sigmund Freud
 - Unconscious
 - Sexual content
 - Early childhood



4. Humanistic

- General goodness of people
- Personal growth
- Free will
- Abraham Maslow
- Carl Rogers



Son, It doesn't matter if you win or lose, unless you want Daddy's love.

5. Neuroscience/ Biological

- Study biological structure, brain, neurons, hormones, neural pathways



6. Social-Culture

- How thinking and behaving depend on the the setting/situation

