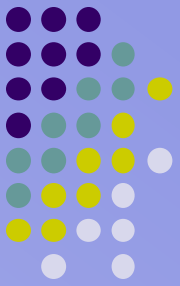
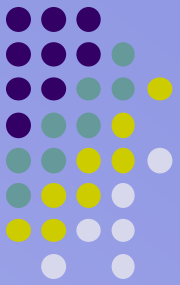


# Introduction to Psychology



- Objectives- *scientific quest for understanding*
  - Inquiring about the how, what, when and why of human behavior.
  - Understanding the causes and consequences of behaviors you observe in yourself , in others and in animals.
  - Explain some of the reasons of why you think, feel and behave the way you do.
  - How are you uniquely different to others and yet behave in similar ways



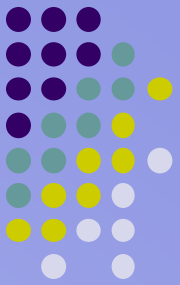
# The Scope of Psychology

Psychology can be defined as the scientific study of **behavior of individuals** and **their mental processes**.

Psychological conclusions based on principles of the scientific method.



“the science of human and animal behavior; it includes the application of this science to human problems.”

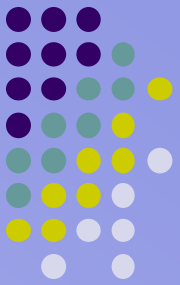


## Psychology as a science:

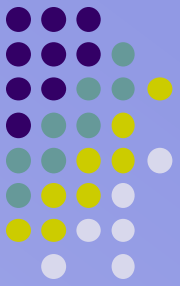
- Orderly steps to analyze and solve problems.
- Objectively collecting information as the factual basis for drawing conclusions.

Behavior- means by which individual adjusts with the environment, largely observable.

Psychologists examine what the individual does and how in a behavioral setting and the social context.

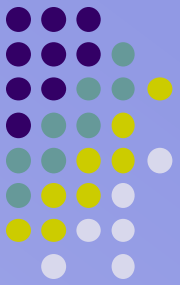


- The subject of analysis is an individual or sometimes an animal.
  - The individual can be studied in their natural habitat or controlled laboratory conditions.
- To understand human actions important to understand mental processes.
  - Private internal human activity like planning, thinking, dreaming.



# Uniqueness of Psychology

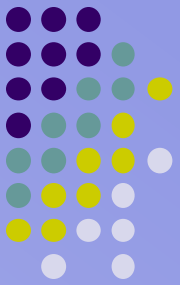
- Distinct from the other social sciences as psychologists focus on behavior of individuals.
- Sociologists study behavior of people in groups or institutions.
- Anthropologists focus on broader context of behavior in different cultures.
- However, draws from biological sciences, cognitive sciences, health science



# Goals of Psychology

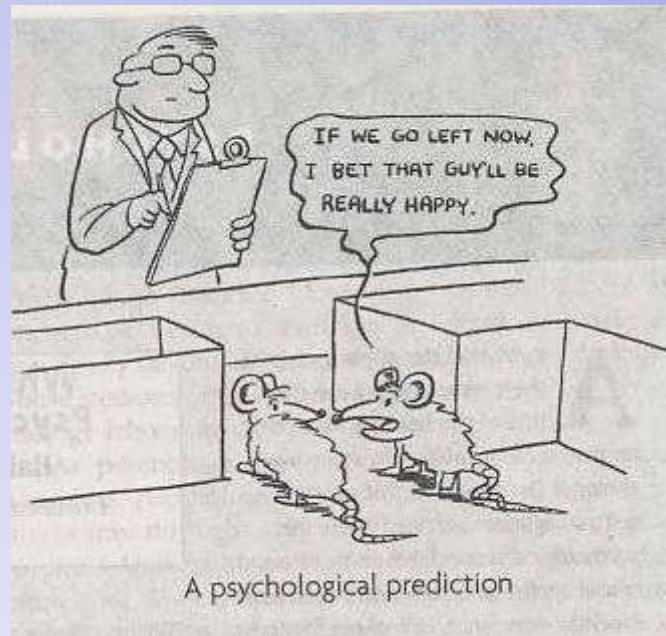
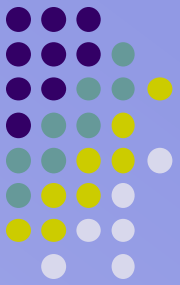
- Describing - accurate observations about behavior; level of analysis varying from broad to narrow focus; attempting to maintain objectivity.
- Explaining- attempt to see regular patterns in behavior and mental processes. Behavior is influenced by multiple causes, both internal and external. Observe wide variety of behavior and synthesize to one underlying cause.

# Goals...

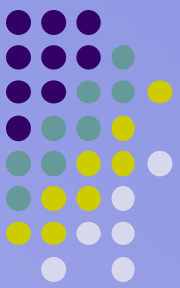


- Prediction- statements about the likelihood that a certain behavior will occur. Have to be worded appropriately to make it scientific predictions, specify conditions under which behavior changes.
- Controlling - causal predictions help identify conditions for controlling behavior hence psychologists help people improve their quality of life.





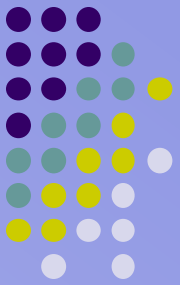




# Historical Origins of Psychology

- Emerged from Philosophy and Physiology
- Philosophers turned attention questions about the human mind
- Ancient Greeks-  
“What is consciousness? Are people inherently rational? How the mind works? The nature of free will ”
- Nature-Nurture Debate-  
“Whether human capabilities are inborn or acquired through experience?”

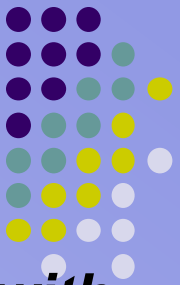
# Beginning of Scientific psychology



- In late 19<sup>th</sup> Century, **Wilhelm Wundt** in 1879 set up the first laboratory in Leipzig. Attempted to understand basic processes of sensation and perception & speed of mental processes.
- First psychology laboratories in North America was at Johns Hopkins University 1883 influenced by Wundt's work. Started by G. Stanley Hall.
- Two early views of psychology -Structrauralism, Functualism differed on what the new field should study.



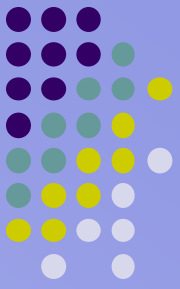
# Structuralism



***Major contribution to knowledge from psychology came with establishing of a laboratory and experiments.***

- After Wundt his student, leading proponent- E. B. Titchner
- Analysis of mental structures- units that make up the mind (*units of sensation, image and emotion* ).
- Examined with Introspection – the process of systematic examination by individuals of their own thoughts and feelings about specific sensory experiences.
- Purely analytical in nature, focusing “on what” of mental contents.

# Structuralism



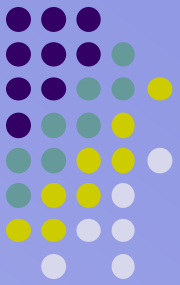
Basic goal was to reveal the underlying structure of the human mind by analyzing the components i.e. the sensation and other experiences.

Criticised:- 1) Reductionist

2) Elemental as it combined parts or elements into a whole.

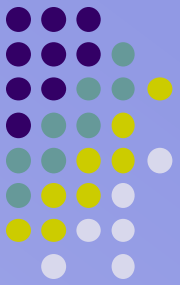
3) It was mentalist as it studied people's verbal reports of conscious awareness, ignoring who could not describe introspections.

William James- Analyzing the elements of consciousness was less important than understanding its fluid, personal nature. Hence functions of mental processes significant.



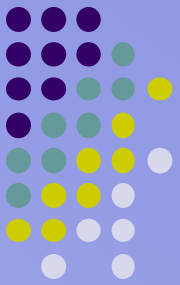
# Gestalt Psychology

- Founded in Germany by Max Wertheimer (1912).
- Maintained mind is Not made up of combination of simple elements.
- Mind should be thought of as whole pattern of sensory activity and relationships and organizations within this pattern.
- Gestalt means “form” or “configuration”
- Whole is more than sum of its parts.



# ***Functionalism***

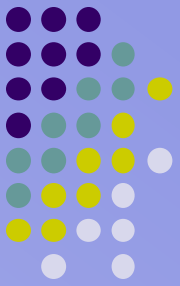
- John Dewey, Harvey Carr at the University of Chicago
- “What mind and behaviour do”.
- How mind works to enable an organism to adapt to and function in its environment.
- Dewey’s theorizing provided impetus for progressive education in the US. Meant moving away from rote learning to learning by doing.



- These approaches have provided insights for current research in psychology.
- Emphasis is given to both structure and function of behavior.
- Ex. Speech production
  - Understanding its functions and the grammatical structure of languages.

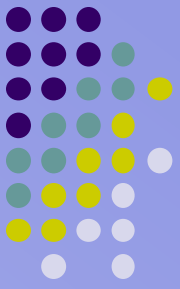


# Current Psychological perspectives

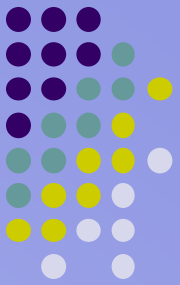


- These perspectives differ in the way they examine behavior and mental processes.
- This results in the different perspectives differing in “what” and the method used to study.
- 7 perspectives: psychodynamic, behaviorist, humanistic, cognitive, biological, evolutionary, sociocultural.

# The Psychodynamic perspective



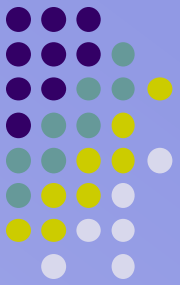
- Behavior is driven or motivated by powerful inner forces.
- Human actions stem from inherited instincts, biological drives and attempts to resolve conflicts between personal needs and demands of the society.
- Deprivation states, physiological arousal and conflicts energise behavior.
- First developed by Sigmund Freud (1856-1939) , Viennese physician. His initial work was mentally disturbed patients.



# Psychodynamic perspective

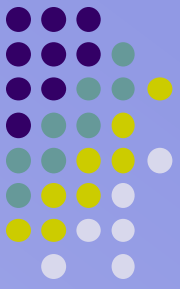
- Behavior is pulled and pushed by complex network of inner and outer forces.
- Recognized that human nature is not always rational; behavior can be driven by unconscious motives.
- Emphasized that early childhood experiences are stages in the development of the personality.
- Neo-Freudians broadened this theory to include social influences and interactions.
- Contributions in study of development, personality, unconscious motives, dreams and forgetting.

# Behaviorism

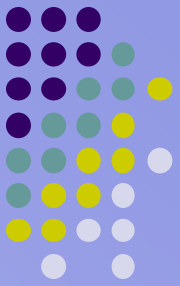


- Attempts to understand how different environmental stimuli control particular kinds of behavior.
- J.B Watson-Founder. replaced the mind and restricted to the study of behavior. Later Skinner added analysis of consequences.
- Watson's argument- All behavior is a result of conditioning and the environment shapes behavior by reinforcing specific habits.
- Denied the existence of inborn or innate behavioral tendencies.
- Held that no specific differences between human and animal behavior. The Processes investigated with nonhuman subjects represented general principles that were applicable to humans.
- First analyze the *antecedent* environmental conditions (those that occur before).
- Next examine the *behavioral response*.
- Finally the *consequences* that follow.

# The Humanistic perspective



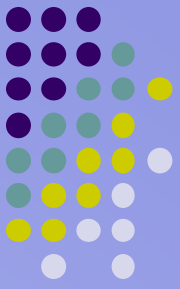
- Emerged in 1950s as an alternative to psychodynamic and behaviorist.
- People are active creatures who are innately good and capable of choice.
- Humanistic psychologists study behavior by looking at patterns in people's life histories.
- Main task for humans is to strive for positive development.
- Carl Rogers emphasized that individuals have a natural tendency toward psychological growth & health.
- Aided by positive regard of those around them.



# Humanistic perspective

- Abraham Maslow referred to it as self – actualization.
- Deal with the whole person.

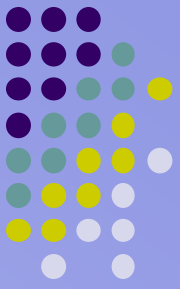
# Cognitive perspective



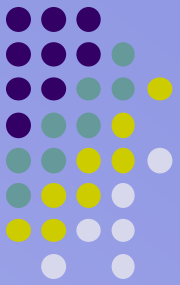
- People act because they think, people think because they are human beings and have the unique capacity.
- Cognitive processes of thinking and knowing- attending, thinking, remembering & understanding.
- Behavior is partly determined by preceding environmental events, significant behavior emerges from novel ways of thinking.
- Ability to imagine options and alternatives that are different from the past enables people to work towards futures.
- An individual responds to subjective reality.



# Cognitive Perspectives

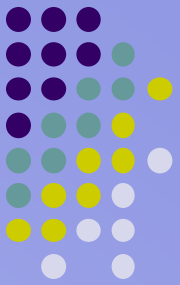


- Cognitive psychologists study higher mental processes like perception, memory, language use, problem solving and decision making.
- Examine patterns of blood flow in different parts of the brain during different cognitive tasks.



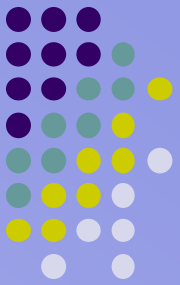
# Biological perspective

- Search for causes in the functioning of genes, the brain, nervous system and endocrine system.
- Organism's functioning is explained in terms of underlying physical structures and biochemical processes.
- Experiences and behaviors are a result of chemical and electrical activities.
- Neuroscience is a study of brain function; advances in brain imaging techniques have provided inputs for cognitive neuroscience.



# Evolutionary Perspective

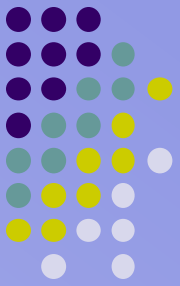
- Attempt to connect psychology to the process of evolution by natural selection.
- Mental abilities evolved over millions of years to serve particular adaptive purposes, just as the physical abilities.
- The central adaptive problems faced by the species were avoiding predators and parasites, gathering and exchanging food, findings and retaining mates and rising healthy children.
- Psychologists generate inferences about the sorts of mental mechanisms or psychological adaptations that might solve the problems.



# Evolutionary perspective

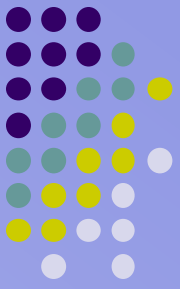
- Focuses on the long process of evolution as a central explanatory principle.
- For ex. Understanding the different sex roles assumed by men and women as products of evolution, not due to societal pressures.

# Sociocultural perspective

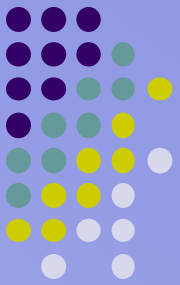


- Study of cross-cultural differences in the causes and consequences of behavior.
- Sometimes also changes the assumptions of other perspectives.
- Eg. Researchers may compare eating disorders in children in different cultures, or moral judgment in different cultures.

# Comparison of 7 perspectives

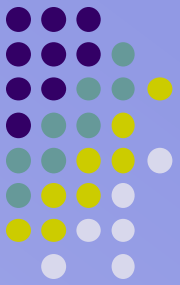


- Psychodynamic- focus on unconscious drives and conflicts.
- Behaviorist- focus on specific overt responses.
- Humanistic- focus on human experience and potentials.
- Cognitive- Focus on mental processes & language.
- Biological- focus on brain & nervous systems.



- Evolutionary- focus on psychological adaptations.
- Sociocultural- cross cultural patterns of attitudes and behaviors.

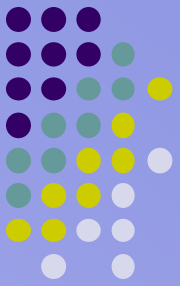




# What psychologists do?

- **Clinical & Counseling Psychology-** Apply psychological principles to the diagnosis & treatment of emotional & behavioral problems.  
**Counseling-** Often deal with less serious problems.
- **School Psychology-** Work with children to evaluate learning & Emotional problems.
- **Educational Psychology-** Specialization in learning and teaching.
- **Organizational and Engineering Psychology-** Selecting people who are most suitable for a particular jobs.

# What psychologists do?



- **Biological Psychologists/ Psychopharmacologists-**  
How memories are formed by the brain.
- **Health psychology-** why do I get sick before exams?
- **Forensic psychology-** whether a defendant committed a crime?
- **Sports psychology-** Issues of anxiety in players before important games.