

INTRODUCTION TO PSYCHOLOGY (HUMAN BEHAVIOR)

LECTURE - 1

Introduction to Psychology

- ▶ **Psychology** is the scientific study of the mind and behavior, according to the American **Psychological** Association.
- ▶ **Psychology** is a multifaceted discipline and includes many sub-fields of study such areas as human development, sports, health, clinical, social behavior and cognitive processes.
- ▶ Ongoing debates in the field.

Difference between Psychologist and psychiatrist

- ▶ A psychologist treats a patient through psychotherapy, helping to relieve symptoms through behavioral change.
- ▶ The role of the psychiatrist, who is a medical doctor, focuses more on prescribing medication and other interventions to manage mental health conditions.

FACTS:

- ❖ Psychology is the study of behavior and the mind.
- ❖ A person with a condition that affects their mental health may benefit from assessment and treatment with a psychologist.
- ❖ A psychologist may offer treatment that focuses on behavioral adaptations.
- ❖ A psychiatrist is a medical doctor who is more likely to focus on medical management of mental health issues.
- ❖ Thought processes, emotions, memories, dreams, perceptions, and so on cannot be seen physically, like a skin rash or heart defect
- ❖ The mind is highly complex, and conditions that relate to it can be hard to treat

BRANCHES OF PSYCHOLOGY

CLINICAL PSYCHOLOGY

- ▶ Clinical psychology integrates science, theory, and practice in order to understand, predict and relieve problems with adjustment, disability, and discomfort. It promotes adaption, adjustment, and personal development.
- ▶ A clinical psychologist concentrates on the intellectual, emotional, biological, psychological, social, and behavioral aspects of human performance throughout a person's life, across varying cultures and socioeconomic levels.
- ▶ Clinical psychology can help us to understand, prevent, and alleviate psychologically-caused distress or dysfunction, and promote an individual's well-being and personal development.
- ▶ Psychological assessment and psychotherapy are central to the practice of clinical psychology, but clinical psychologists are often also involved in research, training, forensic testimony, and other areas

PERSONALITY PSYCHOLOGY

- ▶ Personality psychology focuses on patterns of thoughts and behaviors that make each individual unique. Several individuals (e.g., Freud and Maslow)
- ▶ For example, Freud proposed that personality arose as conflicts between the conscious and unconscious parts of the mind were carried out over the lifespan.
- ▶ More recently, the study of personality has taken on a more quantitative approach. Rather than explaining how personality arises, research is focused on identifying personality traits, measuring these traits, and determining how these traits interact in a particular context to determine how a person will behave in any given situation
- ▶ Personality traits are relatively consistent patterns of thought and behavior, and many have proposed that five trait dimensions are sufficient
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COGNITIVE PSYCHOLOGY

- ▶ Cognitive psychology investigates internal mental processes, such as problem solving, memory, learning, and language. It looks at how people think, perceive, communicate, remember, and learn. It is closely related to neuroscience, philosophy, and linguistics.
- ▶ Cognitive psychologists look at how people acquire, process, and store information.
- ▶ Practical applications include how to improve memory, increase the accuracy of decision-making, or how to set up educational programs to boost learning.

DEVELOPMENTAL PSYCHOLOGY

- ▶ This is the scientific study of systematic psychological changes that a person experiences over the life span, often referred to as human development.
- ▶ It focuses not only on infants and young children but also teenagers, adults, and older people.
- ▶ Factors include motor skills, problem solving, moral understanding, acquiring language, emotions, personality, self-concept, and identity formation.
- ▶ It also looks at innate mental structures against learning through experience, or how a person's characteristics interact with environmental factors and how this impacts development.
- ▶ Developmental psychology overlaps with fields such as linguistics.

EVOLUTIONARY PSYCHOLOGY

- ▶ Evolutionary psychology looks at how human behavior, for example language, has been affected by psychological adjustments during evolution.
- ▶ An evolutionary psychologist believes that many human psychological traits are adaptive in that they have enabled us to survive over thousands of years.

FORENSIC PSYCHOLOGY

- ▶ Forensic psychology involves applying psychology to criminal investigation and the law.
- ▶ A forensic psychologist practices psychology as a science within the criminal justice system and civil courts.
- ▶ It involves assessing the psychological factors that might influence a case or behavior and presenting the findings in court.

HEALTH PSYCHOLOGY

- ▶ Health psychology is also called behavioral medicine or medical psychology.
- ▶ It observes how behavior, biology, and social context influence illness and health.
- ▶ A physician often looks first at the biological causes of a disease, but a health psychologist will focus on the whole person and what influences their health status. This may include their socioeconomic status, education, and background, and behaviors that may have an impact on the disease, such as compliance with instructions and medication.
- ▶ Health psychologists usually work alongside other medical professionals in clinical settings.

NEUROPSYCHOLOGY

- ▶ Neuropsychology looks at the structure and function of the brain in relation to behaviors and psychological processes. A neuropsychology may be involved if a condition involves lesions in the brain, and assessments that involve recording electrical activity in the brain.
- ▶ A neuropsychological evaluation is used to determine whether a person is likely to experience behavioral problems following suspected or diagnosed brain injury, such as a stroke.
- ▶ The results can enable a doctor to provide treatment that may help the individual achieve possible improvements in cognitive damage that has occurred.

OCCUPATIONAL PSYCHOLOGY

- ▶ Occupational or organizational psychologists are involved in assessing and making recommendations about the performance of people at work and in training.
- ▶ They help companies to find more effective ways to function, and to understand how people and groups behave at work.
- ▶ This information can help improve effectiveness, efficiency, job satisfaction, and employee retention.

SOCIAL PSYCHOLOGY

- ▶ Social psychology uses scientific methods to understand how social influences impact human behavior. It seeks to explain how feelings, behavior, and thoughts are influenced by the actual, imagined or implied presence of other people.
- ▶ A social psychologist looks at group behavior, social perception, non-verbal behavior, conformity, aggression, prejudice, and leadership. Social perception and social interaction are seen as key to understanding social behavior.
- ▶ Other branches include military, consumer, educational, cross-cultural, and environmental psychology. The number of branches continues to grow.

THREE NEW BRANCHES OF PSYCHOLOGY

▶ **Evolutionary Psychology:**

- Chemical coding of information.
- Charles Darwin (1859- book).
- Genetic inheritance.

▶ **Behavioural Genetics:**

- Genes and Chromosomes.

▶ **Clinical Neuropsychology:**

- Psychological disorders in biological factors.
- Brain
- New treatments and debates over medicine.

Perspectives of Psychology



Neuroscience

Views behavior from the perspective of biological functioning



Psychodynamic

Believes behavior is motivated by inner, unconscious forces over which a person has little control



Behavioral

Focuses on observable behavior



Cognitive

Examines how people understand and think about the world



Humanistic

Contends that people can control their behavior and that they naturally try to reach their full potential

Nature Vs. Nurture



Issue	Neuroscience	Psychodynamic	Behavioral	Cognitive	Humanistic
<i>Nature (heredity) vs. nurture (environment)</i>	Nature (heredity)	Nature (heredity)	Nurture (environment)	Both	Nurture (environment)
<i>Conscious vs. unconscious causes of behavior</i>	Unconscious	Unconscious	Conscious	Both	Conscious
<i>Observable behavior vs. internal mental processes</i>	Internal emphasis	Internal emphasis	Observable emphasis	Internal emphasis	Internal emphasis
<i>Free will vs. determinism</i>	Determinism	Determinism	Determinism	Free will	Free will
<i>Individual differences vs. universal principles</i>	Universal emphasis	Universal emphasis	Both	Individual emphasis	Individual emphasis

How Behaviour is influenced by...

A mother in Burr Ridge, Illinois, helps her son with his math assignment. After he complains that he is “terrible at math,” she tries to cheer him up by saying, “Don’t feel bad; some people are born to do well in math, and others have a lot of trouble with it. It’s just the way things are.” At the same time, on the other side of the world in Taipei, Taiwan, a mother is helping her daughter with her math homework. When the daughter complains that she’s no good at math, the mother tells her to keep at it, because everyone has pretty much the same ability in math, and it is hard work that guarantees success.

ACTIVITY



THANK YOU