

# 1 The Study of the Mind

## 1.1 Study Guide Material

- In 1879, **William Wundt** started the first formal psychology lab in Leipzig.
- **Structuralism** is where we analyze consciousness.
- **Introspection** is self observation, self awareness.
- **Functionalism** worried about the purpose of consciousness, the why.
- **Sigmund Freud** was big on the unconscious. **Unconscious** is thoughts, memories, desires. He thought that our unconscious governed our behavior. Our thoughts, memories, desires, thoughts make us do what we do. He introduced **Psychoanalytic theory** focuses on studying the unconscious — interpreting dreams as an example. “People are not masters of their own minds”. Proposed behavior is people coping with sexual urges.
- **Behaviorism** described by Watson.
- **BF Skinner** Famous for saying “Free will is an illusion”. We have no free will, controlled by our environment.
- **Humanism** Unique aspects of human experience. Humans are free, rational beings with the potential for personal growth, and they are fundamentally different from animals.
- **Applied and clinical psychology**
  - *Applied* is like the talk therapy. Psychologist.
  - *Clinical* is the and treating the symptoms. Psychiatrist, going to the doctor.
- **Cognition** Refers to mental process to acquire knowledge.
- **Areas of psychology**

Area	Focus of research
Developmental psychology	Looks at human development across the life span. Developmental psychology once focused primarily on child development, but today devotes a great deal of research to adolescence, adulthood, and old age.
Social psychology	Focuses on interpersonal behavior and the role of social forces in governing behavior. Typical topics include attitude formation, attitude change, prejudice, conformity, attraction, aggression, intimate relationships, and behavior in groups.
Educational psychology	Studies how people learn and the best ways to teach them. Examines curriculum design, teacher training, achievement testing, student motivation, classroom diversity, and other aspects of the educational process.
Health psychology	Focuses on how psychological factors relate to the promotion and maintenance of physical health and the causation, prevention, and treatment of illness.
Physiological psychology	Examines the influence of genetic factors on behavior and the role of the brain, nervous system, endocrine system, and bodily chemicals in the regulation of behavior.
Experimental psychology	Encompasses the traditional core of topics that psychology focused on heavily in its first half-century as a science: sensation, perception, learning, conditioning, motivation, and emotion. The name experimental psychology is somewhat misleading, as this is not the only area in which experiments are done. Psychologists working in all the areas listed here conduct experiments.
Cognitive psychology	Focuses on “higher” mental processes, such as memory, reasoning, information processing, language, problem solving, decision making, and creativity.
Psychometrics	Is concerned with the measurement of behavior and capacities, usually through the development of psychological tests. Psychometrics is involved with the design of tests to assess personality, intelligence, and a wide range of abilities. It is also concerned with the development of new techniques for statistical analysis.
Personality	Is interested in describing and understanding individuals’ consistency in behavior, which represents their personality. This area of interest is also concerned with the factors that shape personality and with personality assessment.

© Cengage Learning

### • 7 unifying themes

1. Psychology is empirical — we learn through observation.
  2. Psychology is the theoretical diverse — different collections of observations
  3. Psychology evolves in a socio-historical context — different trends have evolved.
  4. Behavior is determined by multiple causes —
  5. Behavior is shaped by cultural heritage.
  6. Heredity and environment jointly influence behavior.
  7. People’s experience of the world is highly subjective.
- **John B. Watson** was a behaviorist. We should study observable behavior. People watching. Didn’t like Freud — wanted to ban all unconscious studying. Big nature vs. nurture.

## 1.2 Book Notes

Perspective and Its Influential Period	Principal Contributors	Subject Matter	Basic Premise
 <p>© Vasily Koval/Shutterstock</p> <p><b>Behavioral (1913–present)</b></p>	John B. Watson Ivan Pavlov B. F. Skinner	Effects of environment on the overt behavior of humans and animals	Only observable events (stimulus-response relations) can be studied scientifically.
 <p>© Frankreporter/iStockphoto</p> <p><b>Psychoanalytic (1900–present)</b></p>	Sigmund Freud Carl Jung Alfred Adler	Unconscious determinants of behavior	Unconscious motives and experiences in early childhood govern personality and mental disorders.
 <p>© Phil Date/Shutterstock</p> <p><b>Humanistic (1950s–present)</b></p>	Carl Rogers Abraham Maslow	Unique aspects of human experience	Humans are free, rational beings with the potential for personal growth, and they are fundamentally different from animals.
 <p>© Rafael Ramirez Lee/Shutterstock</p> <p><b>Cognitive (1950s–present)</b></p>	Jean Piaget Noam Chomsky Herbert Simon	Thoughts; mental processes	Human behavior cannot be fully understood without examining how people acquire, store, and process information.
 <p>© Dim Dimich/Shutterstock</p> <p><b>Biological (1950s–present)</b></p>	James Olds Roger Sperry David Hubel Torsten Wiesel	Physiological bases of behavior in humans and animals	An organism's functioning can be explained in terms of the bodily structures and biochemical processes that underlie behavior.
 <p>© Eric Geseert/Shutterstock</p> <p><b>Evolutionary (1980s–present)</b></p>	David Buss Martin Daly Margo Wilson Leda Cosmides John Tooby	Evolutionary bases of behavior in humans and animals	Behavior patterns have evolved to solve adaptive problems; natural selection favors behaviors that enhance reproductive success.

### **1.3 Powerpoint Notes**

## :: Slide 1 ::

Welcome to the study of Psychology.

In this chapter we will be discussing:

- Psychology's Early and Modern History
- The Diversified Role of Psychology in today's world
- The seven unifying themes of psychology
- And we will also cover how to improve your academic performance and how to develop good critical thinking skills

## :: Slide 2 ::

The science of Psychology is somewhat of a paradox.

Humans have probably been curious about the workings of the mind from the first prehistoric man. And in today's modern world we are still asking many of the same questions as the ancient Greek Philosophers about our thought processes and behaviors.

But the study of the mind really only emerged as a scientific discipline about 140 years ago.

Wilhelm Wundt founded the first psychology laboratory in Leipzig, Germany in 1879, and is probably the man that most consider as the "father of psychology".

## :: Slide 2 -continued- ::

He believed the mind should be studied by using introspection to define the "immediate experience" or consciousness by breaking it down into the most basic elements. It was dubbed **structuralism**.

William James, an American student of Wundt's had a different theory and believed that psychology should study the **function** of the mind not the structure.

## :: Slide 3 ::

Although there was a strong European/German foundation in psychology as a new discipline, many of the students there were Americans, like William James.

The movement quickly moved to North American colleges and universities.

## :: Slide 4 ::

Mary Whiton Calkins founded an early psychology laboratory at Wellesley College and was the first woman president of the APA

Margaret Floy Washburn was the first woman to earned a Ph. D in psychology and authored an influential book, The Animal Mind.

Leta Stetter Hollingworth did pioneering work on adolescent development and the fallacy of women's inferiority

## :: Slide 5 ::

Sigmund Freud was a Medical Doctor in Austria and is one of the most well-known, influential, and controversial psychologists of all times.

He founded what we know as **psychoanalysis**. His theory: the unconscious, which is all the thoughts, memories and desires that lay hidden just below our awareness is what drives all our behaviors.

His emphasis on hidden sexual desires and aggression are what make his theories so controversial, but very interesting and probably contributed to his becoming so famous.

**:: Slide 6 ::**

Watson strongly disagreed with the ideas of Freud.

He believed that in order for psychology to be a true science, it should only study what can be observed and measured, not the mind. He conducted research to prove his hypothesis that behavior could be molded by the environment one lived in.

Behaviorism became quite popular for a brief time. But Watson left the academic world and became very successful in the field of advertising.

**:: Slide 7 ::**

Skinner's theory states that all organisms tend to repeat behaviors that are rewarded/reinforced and not repeat those that lead to neutral or negative results.

Thus he introduced the idea that we are all products of our environment and there is no such thing as free will.

**:: Slide 8 ::**

Carl Rogers was one of the most notable theorists of the Humanistic approach to the study of psychology.

He believed our behaviors are controlled by our "self-concept", and that all humans have the drive to become the best they can be.

**:: Slide 9 ::**

Freud and his followers like Carl Jung, and Alfred Adler, believed we are controlled by our unconscious desires and wishes stemming from repressed thoughts about sexuality and aggression.

Freud laid the foundation for Psychoanalysis that is still practiced by some clinical psychologists today.

**:: Slide 10 ::**

Originated by Ivan Pavlov in Russia with his study of salivation in dogs, leading to Classical Conditioning where stimulus/response relationships are formed.

John B. Watson and B.F. Skinner, already discussed, continued with the theories that only observable behavior can be studied scientifically. And we are all products of the environment we live in.

**:: Slide 11 ::**

The U. S. Army slogan says it all: "Be all you can be". This fairly well sums up the Humanistic approach to psychology.

Abraham Maslow was a major contributor to this approach to the study of psychology. He designed the Hierarchy of Needs that shows we are motivated to meet our needs on scale shaped like a pyramid with the most basic at the bottom—and we work our way up to the top where we reach full potential.

Carl Rogers, discussed earlier, was also a major force in the Humanistic approach. He believed we all need unconditional positive regard in order to develop a positive self-concept and become all we can be.

**:: Slide 12 ::**

The Cognitive Perspective is all about thoughts and mental processes.

It studies how people acquire, store, and process information.

Famous Developmental Psychologist, Jean Piaget, did not believe that children are born as "blank slates", but that we start from birth with skills that are specific for each stage of growth and move sequentially through them to adulthood.

**:: Slide 13 ::**

This is also known as the Neuropsychological Perspective.

It is based on the belief that we are merely the result of the function of the physiological processes of the brain and body.

No Brain = no person.

**:: Slide 14 ::**

The tenets of Evolutionary Psychology tell us that we have established patterns of behavior that serve to preserve us as a species.

It views adaptation to one's environment and problem-solving as methods that enhance natural selection of the fittest of a species.

**:: Slide 15 ::**

**The relative prominence of four major schools of thought in psychology.**

To estimate the relative productivity and influence of various theoretical orientations in recent decades, Joseph Spear (2007) conducted a keyword search of the psychological research literature indexed in PsycINFO to estimate the percentage of articles relevant to each school of thought. Obviously, his approach is just one of many ways one might gauge the prominence of various theoretical orientations in psychology.

Nonetheless, the data are thought provoking. His findings suggest that the cognitive perspective surpassed the behavioral perspective in its influence on research sometime around 1975 and that it has continued as the leading perspective since then. His data also demonstrate that the neuroscience perspective has grown steadily in influence since the 1950s.

**:: Slide 16 ::**

Although psychology had its earliest beginnings in the European arena, the U.S. has dominated the field since then.

Due to globalization and an ever-shrinking world enabled by technological advances, we are more in touch with other cultures than ever before and we are beginning to understand there are other perspectives that are just as valid as our own and should be considered and incorporated into the body of knowledge.

**:: Slide 17 ::**

In the late 1990s Martin Seligman turned away from the predominate thoughts that we needed to study what was wrong with people to understand their behaviors.

He started the **Positive Psychology** movement based on three areas of concern:

1. Positive subjective experiences – emotions like happiness, love, and gratitude
2. Positive individual traits – a person's strengths and virtues instead of their shortcomings
3. Positive institutions & communities – how societies can promote strong, healthy, happy environments

Basically it is looking at the glass as half full instead of half empty!

**:: Slide 18 ::**

**Membership in the American Psychological Association, 1900–2010.** The steep rise in the number of psychologists in the APA since 1950 testifies to psychology's remarkable growth as a science and a profession.

**:: Slide 19 ::**

**Employment of psychologists by setting.** The work settings in which psychologists are employed have become very diverse. One third of psychologists are in private practice, while 28% work in colleges and universities.

**:: Slide 20 ::**

**Major research areas in contemporary psychology.** Most research psychologists specialize in one of these nine broad areas.

Clinical psychologists are concerned with the evaluation, diagnosis, and treatment of individuals with psychological disorders, as well as treatment of less severe behavioral and emotional problems.

Counseling psychology overlaps with clinical psychology in that specialists in both areas engage in similar activities - however, counseling psychologists usually work with a somewhat different clientele, providing assistance to people struggling with everyday problems of moderate severity.

Educational psychologists work to improve curriculum design, achievement testing, teacher training, and other aspects of the educational process.

Industrial and organizational psychologists perform a wide variety of tasks in the world of business and industry.

**:: Slide 21 ::**

**Principal professional specialties in contemporary psychology.**

Most psychologists who deliver professional services to the public specialize in one of the four areas described here. The figures in the pie chart reflect the percentage of APA members delivering professional services who identify each area as their chief specialty. (Based on data published by the American Psychological Association)

**:: Slide 22 ::**

These are the themes that relate to psychology as a field of study.

1. **Empiricism** is the premise that knowledge should be acquired through observation.
2. A **theory** is a system of interrelated ideas used to explain a set of observations. The conclusions in psychology are based on direct observation.
3. Trends, issues, and values in society influence psychology's evolution - putting psychology in both a social and historical context.

**:: Slide 23 ::**

These themes relate to psychology's subject matter.

4. Psychology shows that there are multiple causes of behaviors.
5. Culture - widely shared customs, beliefs, values, norms, and other products of a community - is also a determinant of human behavior.
6. Heredity and environment - or nature and nurture - are both important and have complex connections to human behavior.
7. Motives and expectations color our experience, which can make perception a subjective experience.



**:: Slide 24 ::**

Being a successful student can be achieved, and following a few simple guidelines can help you reach your academic goals.

First – Set up a schedule for studying. Schedule specific dates and times and keep to them – never just wait for the best time or for the “mood to strike you”. It probably won’t.

Second – Find a suitable place to study. One that is free from distractions.

Third – Reward yourself – don’t just wait for the grade – allow yourself to take a break and get a snack when you’ve been working hard.

Be realistic in setting your goals and reward yourself when you meet them.

**:: Slide 25 ::**

Time management is crucial to success in college.

Many students today work while they attend college.

This can be detrimental since many study hours are lost to jobs which pay very little.

**:: Slide 26 ::**

1. Make sure you are getting your information from a reliable and valid source
2. Apply the rules of formal logic – don’t resort to emotional pleas and tactics, and always remain civil in discourse
3. Think effectively in terms of probabilities – consider what is likely and what is not and whether they are positive or negative
4. Carefully evaluate the information – be skeptical but not overly so – strike a happy medium
5. Check and recheck to be sure the conclusions that are drawn are sound and meaningful.