



## Chapter 1 The Evolution of Psychology

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### Improving Everyday Memory

- Adequate rehearsal 
- Distribute practice 

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### Improving Everyday Memory

- Emphasize deep processing 
- Organize information 
- Use mnemonics (verbal/visual)

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## Overview of Chapter 1

- What is Psychology?
- History of Psychology
- Early theories
- Key figures
- Current research areas in Psychology
- Seven themes within our textbook

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## The Evolution of Psychology

- What is Psychology?
  - Psychology covers *many* different areas of study
    - Clinical, Developmental, Cognitive, Language, etc.

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- You might already know a lot about Psychology...true or false?
- Humans use only 10% of our brains
- Punishment is the most effective way to reinforce the learning of new habits

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■ You might already know a lot about Psychology...true or false?

- Humans use only 10% of our brains
- FALSE!
  
- Punishment is the most effective way to reinforce the learning of new habits
- FALSE!

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### The Development of Psychology

- Where should we begin?
- Psychology
  - Psyche
  - Logos
- Prior to 1879, physiologists and philosophers were interested in the mind

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### The Development of Psychology



- Wilhelm Wundt (1832-1920)
  - Campaigned to make psychology an independent discipline
  - Established the first laboratory for the study of psychology in 1879

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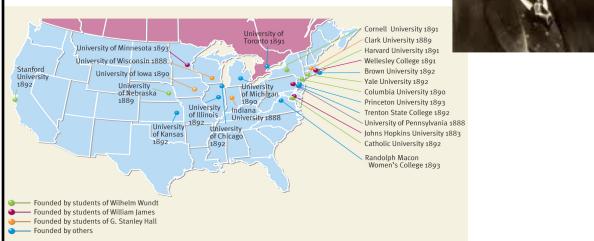
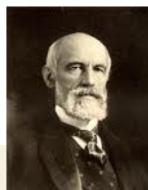
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## Wilhelm Wundt's International Influence

- G. Stanley Hall
  - 1<sup>st</sup> psychology laboratory in the U.S. (1883)



## Psychology in Canada

- First Psychology course
  - Dalhousie College (1838)
- First Psychology lab
  - James Mark Baldwin at University of Toronto (1891)



## Early Schools of Thought: Structuralism vs. Functionalism

- Structuralism (Edward Titchener)
  - Approach: Analyse consciousness into basic elements
    - Introspection = systematic observation of “direct and immediate experience”



## Early Schools of Thought: Structuralism vs. Functionalism

- Functionalism (William James)

– Approach: Analyse conscious flow of thoughts in a natural setting

- Emphasized the function of consciousness




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## Women in Psychology

- Not allowed as undergraduates prior to 1830s

– Mary Whiton Calkins  
• First female APA president



Mary Salter Ainsworth



Mary J. Wright



Brenda Milner

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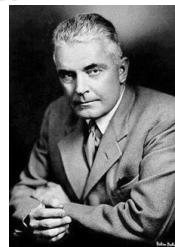


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## Behaviourism: Defining Psychology

- John Watson

– Should study only overt or observable and verifiable behaviours



- Stimulus = any detectable input from the environment

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## Behaviourism: Redefining Psychology

- Nature versus nurture
  - “give me a dozen healthy infants, well-formed, and my own special world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select – doctor, lawyer, artist, merchant-chief, and yes, even beggar-man and thief, regardless of his talents, penchants, tendencies, abilities, vocations, and race of his ancestors.”
- Stimulus-response psychology led to a rise in animal research

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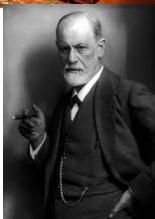
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## Psychoanalytic theory

- Sigmund Freud
  - Treatment of mental disorders
  - Anna O. and the “talking cure”




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## Psychoanalytic theory

- Emphasis on unconscious processes influencing behaviour
  - Thoughts, memories, and desires below the surface of conscious awareness influence our behaviour
  - Freudian slip or dreams
    - Action or words reveal unconscious feelings

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## Psychoanalytic theory



- Resisted by others in psychology
  - Control
  - Sex
- Influential by the 1920s and today

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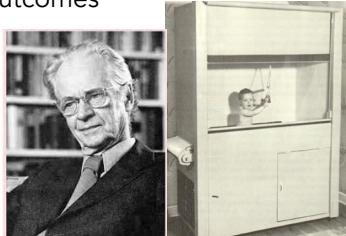
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## Behaviourism Revisited



- B. F. Skinner
  - Not interested in internal states
  - Environmental factors determine behavioural outcomes



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