

THE NATURE OF PSYCHOLOGY

THE VALUE OF PSYCHOLOGY

PSYCHOLOGY:

- ✗ Greek: psyche---"soul"
- ✗ logos---"study"
- ✗ Modern: psycho---"mind"
- ✗ -logy---"science"
- ✗ "the science of the mind"

GOALS OF PSYCHOLOGY

- ✗ To understand
- ✗ To explain
- ✗ To describe
- ✗ To predict
- ✗ To control

Behavior- is anything that a person or animal does, feels, thinks or experiences.

Classifications of Behavior:

- ✗ **Overt** – observable responses and reactions of an individual
- ✗ **Covert-** processes which are not directly observable

HISTORICAL BACKGROUND

× 300 B.C.

- started with a branch of philosophy with **Aristotle, Plato, Socrates, St. Augustine** etc. as the great precursors.

× 17th Century

× **Rene Descartes**

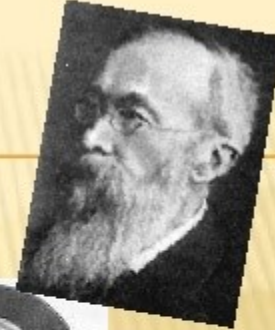
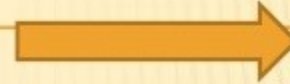
- father of modern psychology
- “reflex action”

× **John Locke** –

- “knowledge comes through experiences and interactions with the world”

- ✗ **19th Century**

- ✗ **Wilhelm Wundt** – “father” of experimental psychology

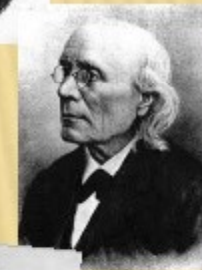


- ✗ - established psychology as a discipline

- ✗ **Ernst Gustav Weber** – “A difference that is just perceptible bears a constant ratio to the size of the standard stimulus”



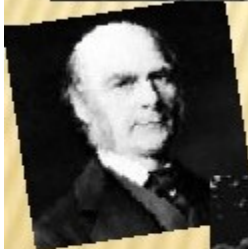
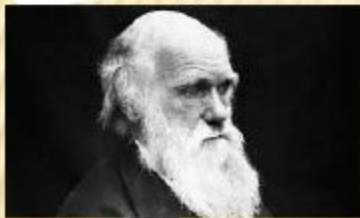
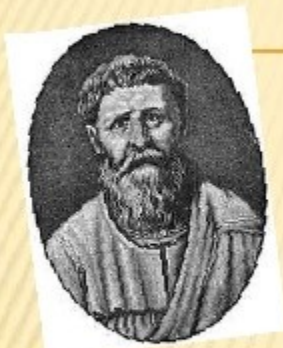
- ✗ **Gustav Theodore Fechner** – determined the body and mind relationship as applied to human faculties



- ✗ **Herman von Helmholtz** – “grandfather” of experimental psychology



- ✗ - “sensory psychology”



× 4th Century A.D.

× **St. Augustine** – great forerunner of modern psychology.

× **Introspection** – is a process of self-knowledge through careful analysis and observation of one's own thoughts and emotions.

× **Charles Darwin** – “Theory of Evolution”, “Survival of the Fittest”

× **Francis Galton** – “coefficient correlation”

× **John B. Watson** – “Behaviorism”

EARLY SCHOOLS IN PSYCHOLOGY

- ✧ ***School*** – used to refer to the discipline introduced by the early leaders in psychology.
 - ✧ **Structuralism**
 - ✧ **Functionalism**
 - ✧ **Behaviorism**
 - ✧ **Gestalt**
 - ✧ **Psychoanalysis**
 - ✧ **Purposivism**

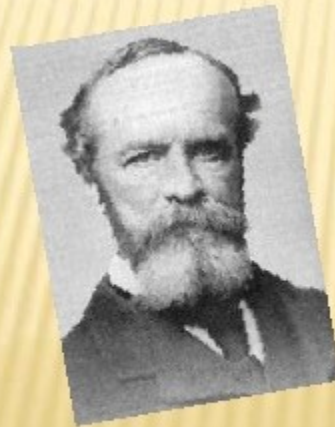
STRUCTURALISM

- ✖ Established by **Wilhem Wundt** and **Edward Titchener** with emphasis on the conscious experience as the building block of behavior.



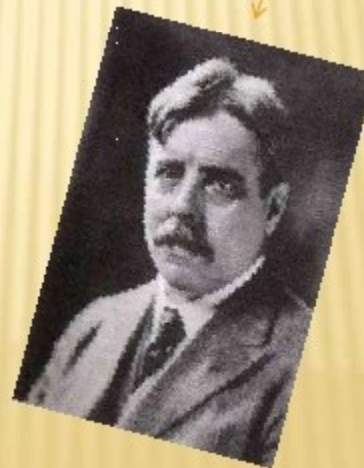
FUNCTIONALISM

- ✗ Was founded by **William James** and **John Dewey** and focuses on how the mind works in order to serve certain functions in an individual's environment.



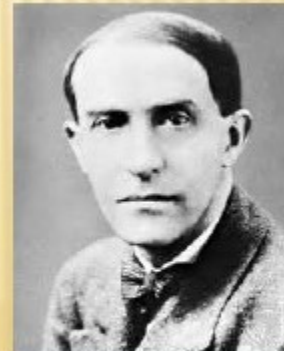
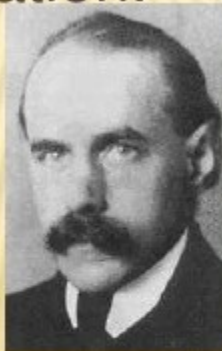
BEHAVIORISM

- ✗ Was led by **John B. Watson** and **Edward L. Thorndike** and insists that learned behavior through conditioning is the foundation of one's behavior.



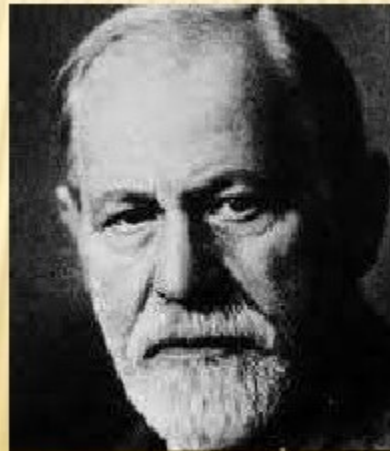
GESTALT

- ✗ Was established by **Max Wertheimer**, **Wolfgang Kohler** and **Kurt Koffka** and believes on the whole patterns of behavior as the perception of organized configuration.



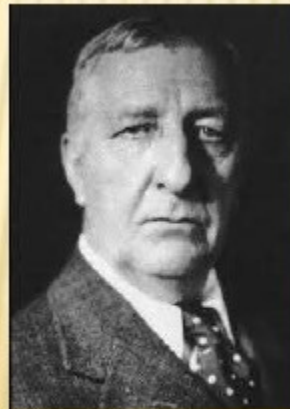
PSYCHOANALYSIS

- ✦ As propounded by **Sigmund Freud** stresses on human motives and desires that are contained in the individual's unconscious experiences which are normally driven out of awareness.



HORMIC PSYCHOLOGY

- ✗ Was introduced by **William McDougall** and concerns with the functions of the ductless glands that serve purpose in life, also termed as purposivism.



CONTEMPORARY PERSPECTIVES IN PSYCHOLOGY:

BIOLOGICAL PERSPECTIVE

- ✗ Explains the neurobiological mechanism that underlies behavior and mental processes

COGNITIVE PERSPECTIVE

- ✗ Believes that the mind actively processes the information it receives and modifies it into new form

PSYCHODYNAMIC PERSPECTIVE

- ✗ Believes that most behavioral processes stem from the unconscious forces which the individual is unaware of, but find expression in some socially-approved activities through some forms of ego defense mechanisms

HUMANISTIC PERSPECTIVE

- ✗ Focuses on the subjective experiences of the individuals according to his own perception and interpretation of events

BEHAVIORAL PERSPECTIVE

- ✗ Emphasizes that conditioned reflexes are the building blocks of behavior.

SUMMARY OF PERSPECTIVES OF PSYCHOLOGY

Issues / Controversies	Biological	Cognitive	Behavioral	Humanistic	Psychodynamic
Nature (heredity) vs. Nurture (environment)	Nature (heredity)	Both	Nurture (Environment)	Nature (Environment)	Nurture (heredity)
Conscious vs Unconscious determinants of behavior	Unconscious	Both	Conscious	Conscious	Unconscious
Observable Behavior vs. Internal Mental processes	Internal Emphasis	Internal	Observable emphasis	Internal	Internal

Issues / Controversies	Biological	Cognitive	Behavioral	Humanistic	Psychodynamic
Free will vs determinism	Determinism	Free Will	Determinism	Free Will	Determinism
Individual Differences vs. Universal principles	Universal Emphasis	Individual Differences	Both	Individual Differences	Universal Emphasis

RESEARCH METHODS EMPLOYED IN THE STUDY OF INDIVIDUAL'S BEHAVIOR

- ✗ **Observation** is utilized either through participant observation; naturalistic observation; and controlled or uncontrolled observation.
- ✗ **Case history** contains the record and observation about the individual's special characteristics, the events in his life, his behavior and personality.

- ✦ **Survey Method** is a process of obtaining the reactions, attitudes or perceptions of the general population through a representative sample and by completing questionnaires or interview or other survey forms that would reflect their responses.
- ✦ **Experimental Method** observes whether the changes made in an independent variable produces an effect on the dependent variable, thereby confirming the existence of cause-and-effect relations among variables.
- ✦ **Correlational Method** is used to observe two or more variables in the behavior and other characteristics of people.

FIELDS OF PSYCHOLOGY

Sub-Areas	Fields of Study	Examples
Experimental Psychology	process of sensing, perceiving, learning, and thinking about the world	-Pavlov's study on classical conditioning -Thorndike's study on operant conditioning
Developmental Psychology	How people grow throughout the course of their lives across the life span	studies on physical, mental, social growth of children and adolescents
Social Psychology	How people's thoughts, feelings and actions are affected by others	understanding human aggression
Personality Psychology (dynamic)	consistency and change in a person's behavior over time and individual traits that differentiate the behavior of one person from another when confronting the same situation	-behavior problems in adolescence -mental disorders -personality disorders

Sub-Areas	Fields of Study	Examples
Clinical Psychology	-study, diagnosis and treatment of abnormal behavior in clinical setting	-disorders related to drug abuse and alcohol -personality disorders, organic brain disorders, mood disorders
Counselling Psychology (vocational)	educational, social and career adjustment problems	adjustment strategies for college and university students
School Psychology	Assessing children and learners in elementary and secondary schools who have academic and emotional problems and their solutions	matching students' intelligence level with teaching learning materials
Educational Psychology	applies psychological principles to the field of education	learning styles, motivation, questioning techniques, teacher-student relationship, teacher preparation

Sub-Areas	Fields of Study	Examples
Industrial Psychology	-issues at the workplace like productivity, job satisfaction and decision making	-how to influence workers to improve the quality of their products -reinforcement procedures to increase worker productivity
Engineering Psychology	the human factors and mental processes in designing equipment and instruments	product quality and buyer's decision
Health Psychology	-relationship between psychological factors and physical ailments or diseases	-Effects of long term stress on physical health - ways of promoting behavior related to good health