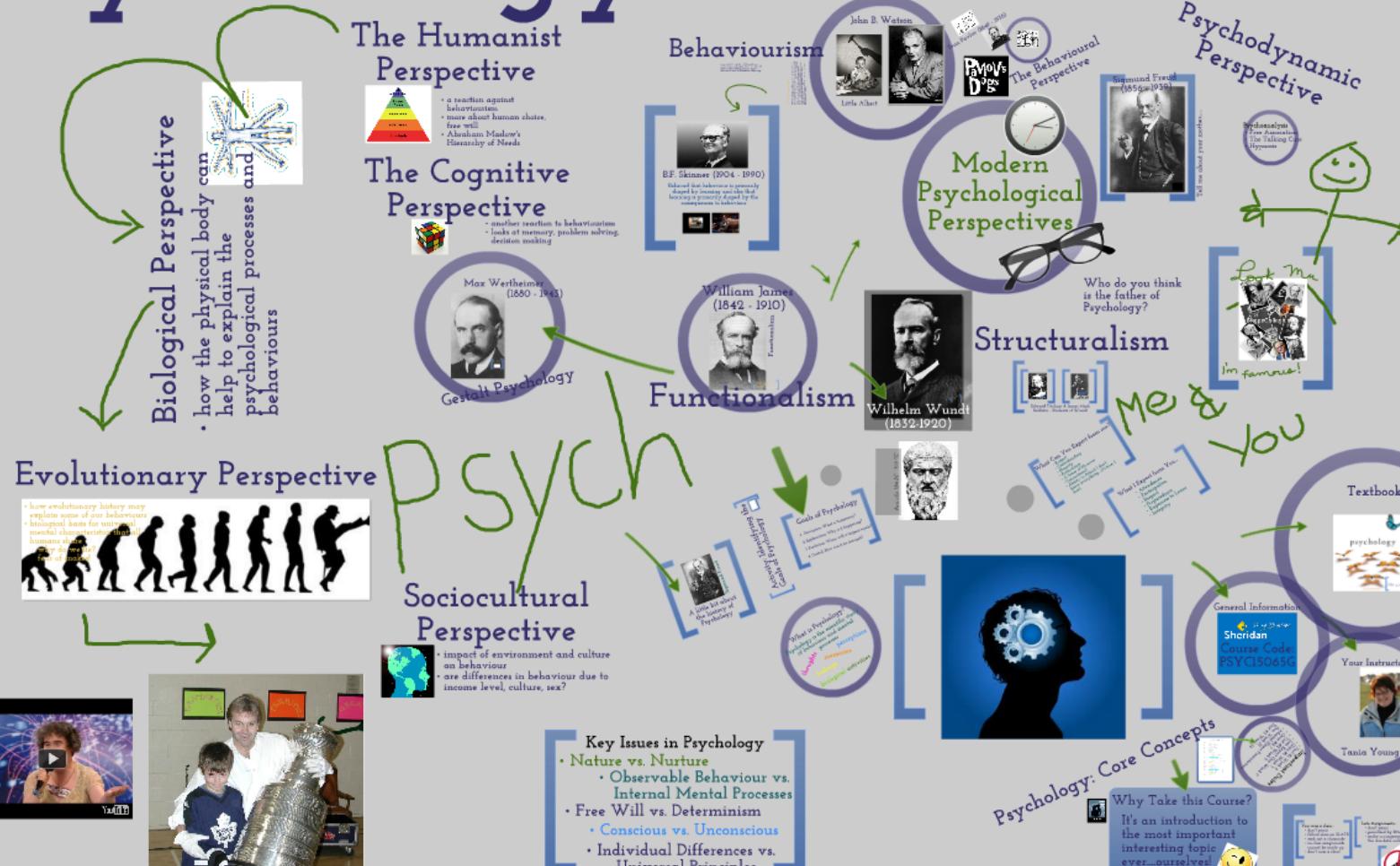


Psychology: Core Concepts



Debate!

January 2012

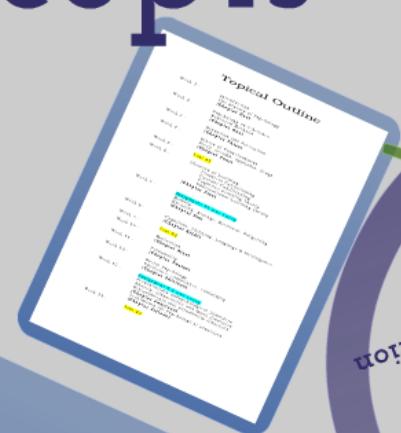


Con

Psychology: Core Concepts



Why Take this Course?
It's an introduction to
the most important
interesting to
ever...



General Information



Yo



Your Instructor:

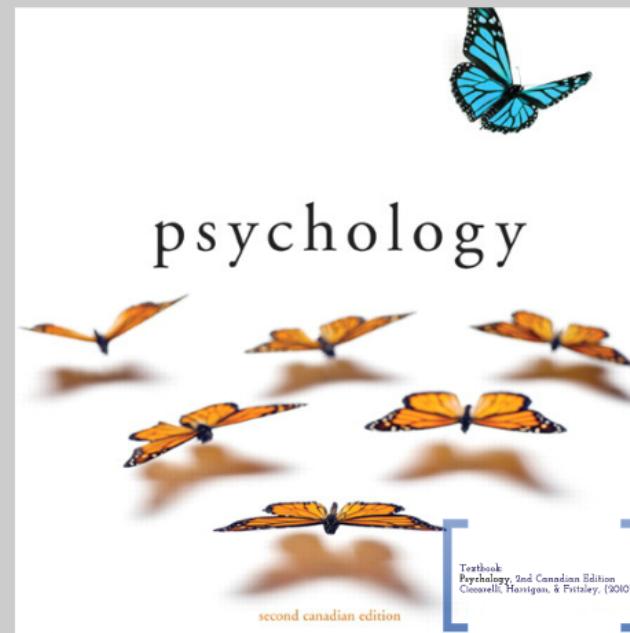


Tania Young

tania.young@sheridan.on.ca



Textbook



al Information

Textbook:
Psychology, 2nd Canadian Edition
Ciccarelli, Harrigan, & Fritzley, (2010)

Why Take this Course?

It's an introduction to
the most important
interesting topic
ever....ourselves!



What Can You Expect from me?

- Respect
- Understanding
- Honesty
- Enthusiasm
- A Sense of Humour
- Commitment
- Ability to Admit I don't know everything.....it's true, I don't.

What I Expect from You...

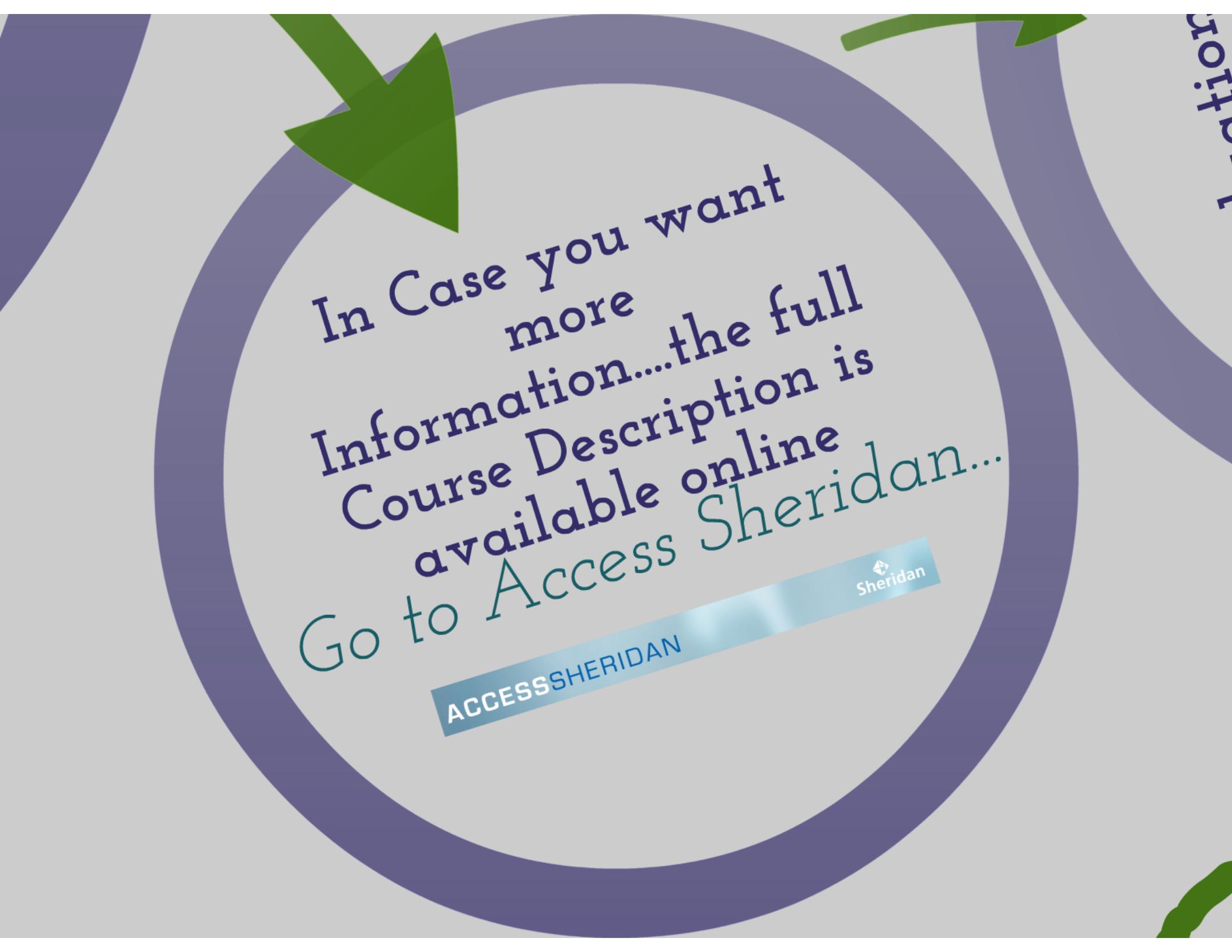
- Attendance
- Participation
- Respect
- Preparedness
- Eagerness to Learn
- Integrity



SENSE

This picture makes none

Stuff you're gonna
want to know....



In Case you want
more
Information....the full
Course Description is
available online
Go to Access Sheridan...

ACCESS SHERIDAN

 Sheridan

Evaluation Plan

3 Tests @ 20% each

- Week 5
- Week 9
- Week 14

2 Assignments @ 15% each

- Lab Report
- Mental Illness Presentation

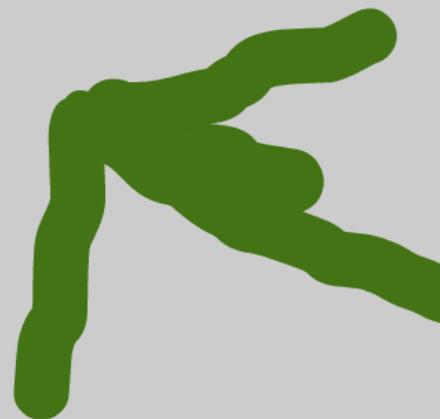
2 In-class quizzes @ 5% each



What to do if this happens to you....

Distractions and Disruptions
are not appreciated by other
Students or your Instructors!

Laptops closed



You miss a class....

- don't panic
- follow class on SLATE
- seek out a classmate
- in-class assignments
cannot be made up
- don't miss a class!

Instructor is M.I.A.!

Do not Leave!

Check the Faculty
Absence Line:

x3848 in Oakville

x3435 in Brampton

Distractions and Disruptions
are not appreciated by other
Students or your Instructors!

Laptops closed
No Headphones
Cell Phones silent - No Texting
Side Conversations at a minimum

Late Assignments....

- don't panic
- penalized by 10%/day
- make arrangements with me before the due date...college is hard, I am easy!





CHEATING

Why is Psych a Tough Course?

- we will cover a broad range of topics
- students have little or no existing knowledge to attach this new content to
- some students have not adjusted to study habits that match the demands of college work
- developing knowledge can't, and won't blossom overnight
- some students just find ways to mess up the simple stuff

Attendance is the
key to your success!



+SLATE

Important Dates

- Test #1 Week 5
- Quiz #1 Week ?
- Lab Report Due Week 7
- Test #2 Week 9
- Quiz #2 ?
- Mental Illness Presentation
Due Week 12
- Test #3 Week 14

Topical Outline

Week 1 -	Introduction The History of Psychology (Chapter One)
Week 2 -	Psychology as a Science Research Methods (Chapter One)
Week 3 -	Sensation and Perception (Chapter Three)
Week 4 -	States of Consciousness Sleep, dreams, hypnosis, drugs (Chapter Four)
Week 5 -	Test #1
Week 6 -	Theories of Learning: Classical Conditioning Operant Conditioning Cognitive Learning Theory Observational Learning Theory (Chapter Five)
Week 7 -	Assignment #1 Due Today Memory Encoding, Storage, Retrieval, Forgetting (Chapter Six)
Week 8 -	Cognition, Thinking, Language & Intelligence (Chapter Eight)
Week 9 -	Test #2
Week 10 -	Motivation (Chapter Nine)
Week 11 -	Personality (Chapter Twelve)
Week 12 -	Social Psychology Obedience, compliance, conformity (Chapter Thirteen)
Week 13 -	Assignment # 2 Due Today Presentations on Psychological Disorders Anxiety, dissociative and mood disorders Schizophrenia and personality disorders (Chapter Fourteen) Treatments for Psychological Disorders (Chapter Fifteen)
Week 14 -	Test #3

What is Psychology?

Psychology is the scientific study of behaviour and mental processes

thoughts

processes

perceptions

memories

feelings

biological activities



ShapeCollage.com

Goals of Psychology

1. Description: What is happening?
2. Explanation: Why is it happening?
3. Prediction: When will it happen again?
4. Control: How can it be changed?

Activity: Identifying the Goals of Psychology



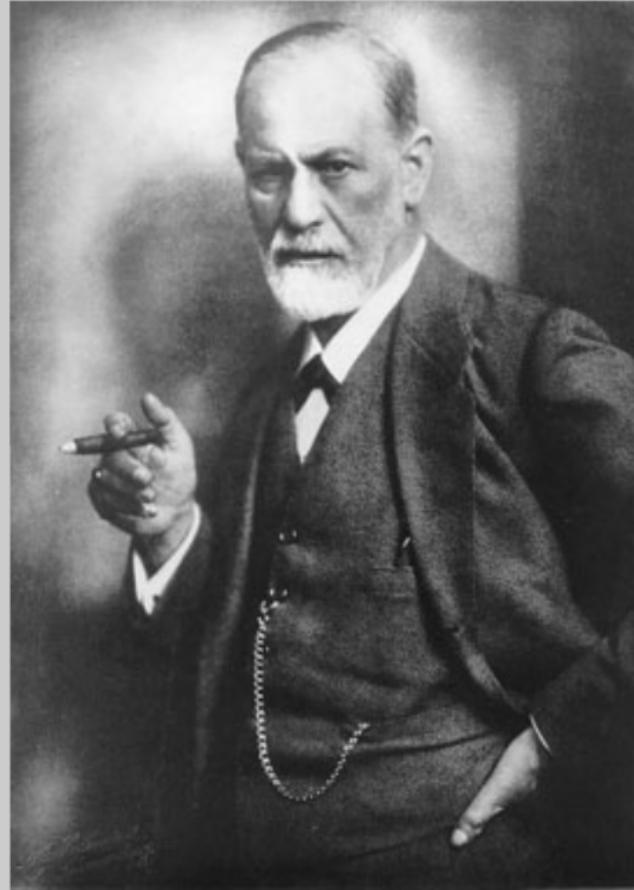
Activity: Identifying the Goals of Psychology

Which of the four 'goals' of psychology is being met by each of these studies? Hint: if you don't know the four goals, re-read the text and/or review your class notes.

1. Researchers have recently identified a gene that predisposes certain individuals to become obese because their satiety mechanism doesn't "turn on".
2. Some developmental psychologists believe that a much larger number of playground accidents will occur this year among young children who watch *Spiderman*.
3. Comprehensive sex education should be required in all high schools because studies demonstrate that such education has reduced the teenage pregnancy rates.
4. Surveys show that women who graduate from college earn as much money per year as men who graduate from high school.

Adapted from material provided by Shelley Seabrook, 2000.

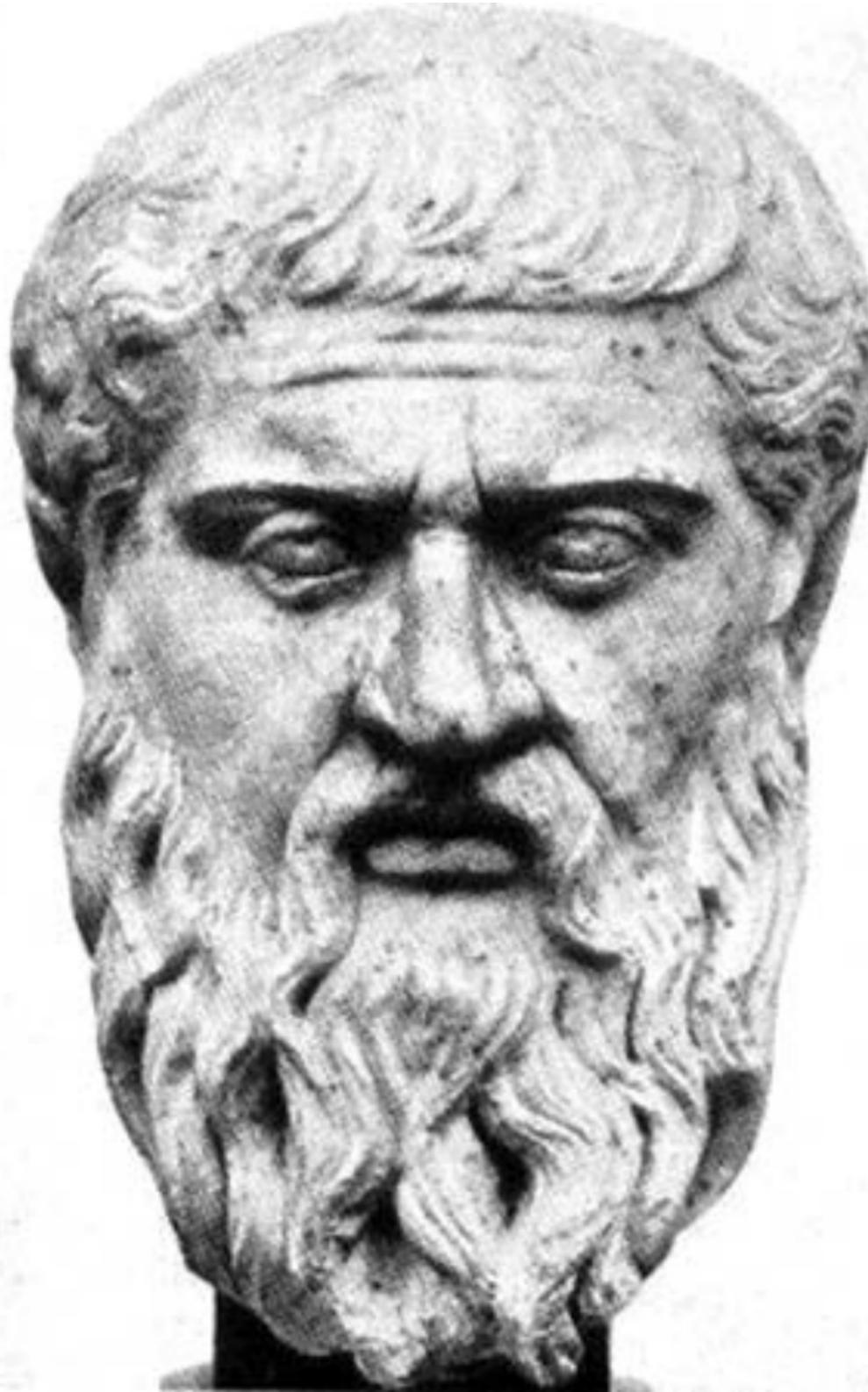
Revised 2004-07-20



Sigmund Freud

A little bit about
the history of
Psychology

Aristotle 384 BC - 322 BC

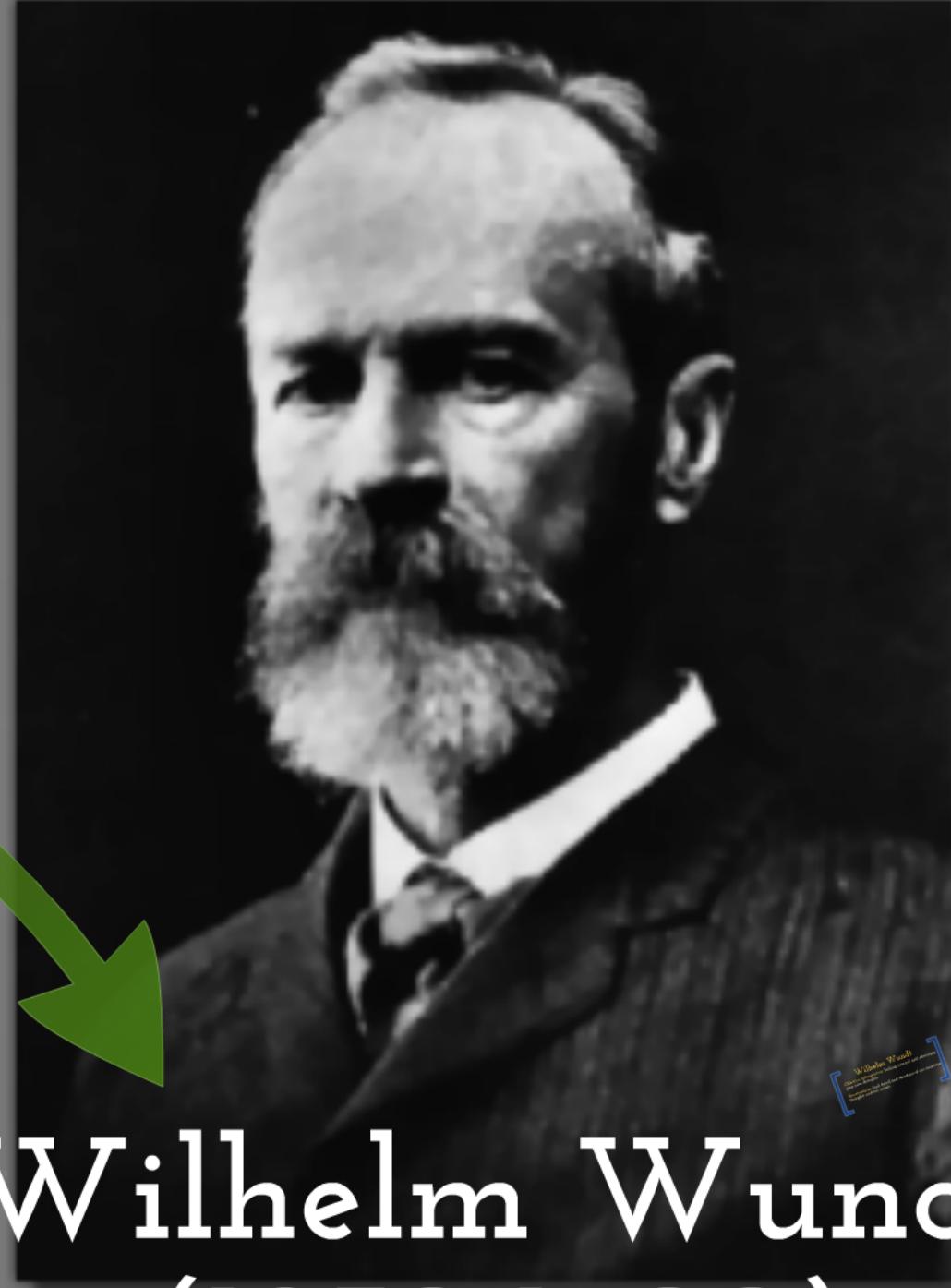




Who do you think
is the father of
Psychology?

1. 

sm



Wilhelm Wundt
(1832-1920)

Str

Wilhelm Wundt

Objective Introspection: looking inward and observing your own thoughts

Structuralism: find detail and structure of our conscious thoughts and our minds



Who do you think
is the father of
Psychology?

Structuralism



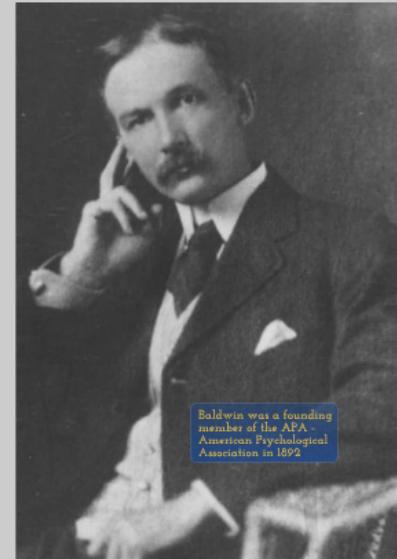
Edward Titchner & James Mark Baldwin - Students of Wundt



Me



Edward Titchner
who gave Wundt's
work the name
'Structuralism'



Baldwin was a founding
member of the APA -
American Psychological
Association in 1892

Edward Titchner & James Mark Baldwin - Students of Wundt

It was Titchner
who gave Wundt's
work the name
'Structuralism'

Baldwin was a founding member of the APA - American Psychological Association in 1892

William James (1842 - 1910)



Functionalism

William James

- How does our behaviour connect to survival and reproduction?
- Very interested in Darwinism and Evolution

Functionalism

William James

- How does our behaviour connect to survival and reproduction?
- Very interested in Darwinism and Evolution



Little Albert



Dogs The Perspe

Sigmund F
(1856 - 1930)

Modern Psychological Perspectives



Who do you think
is the father of
Psychology?

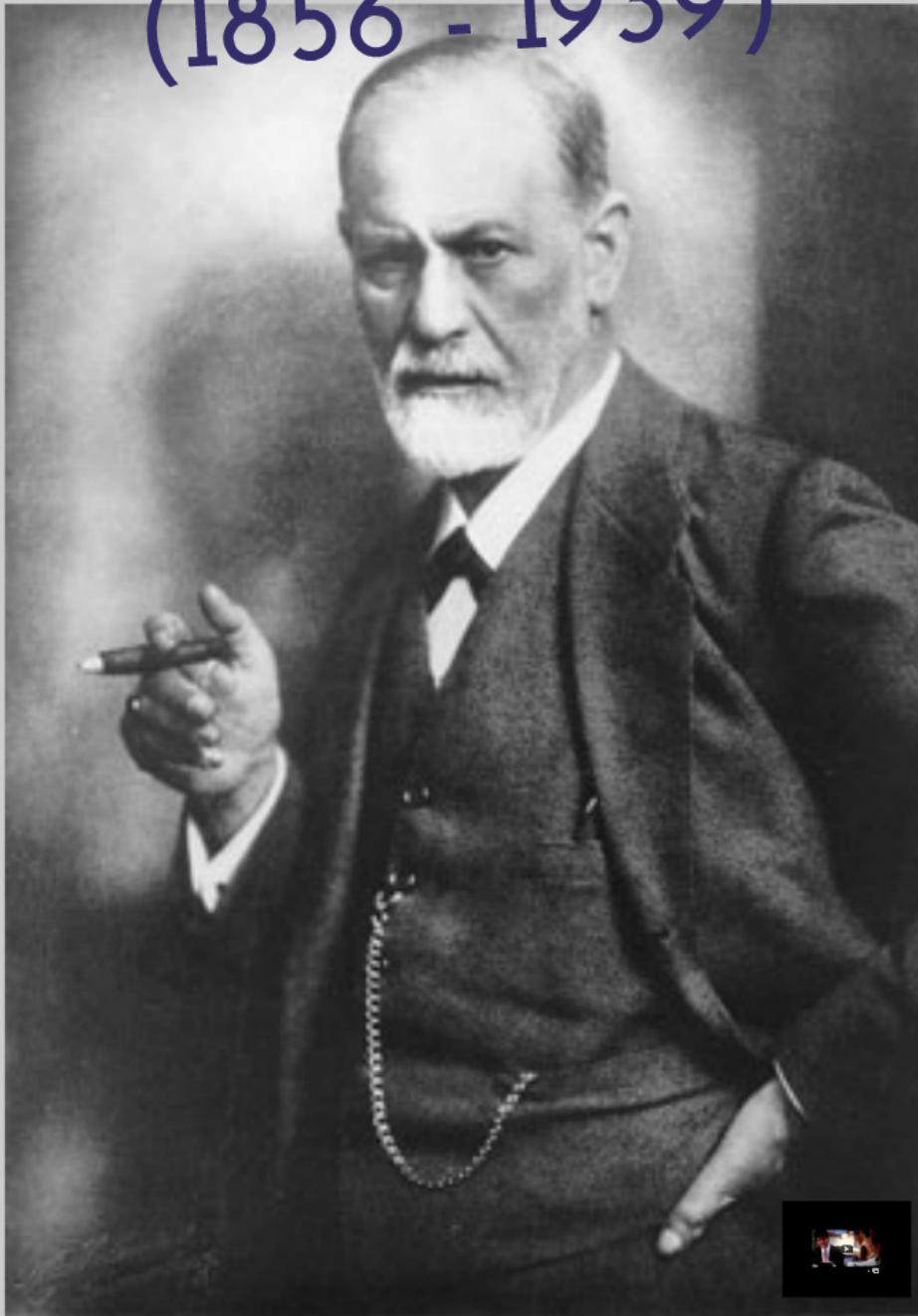
Psychodynamic Perspective



- Psychoanalysis
- Free Association
- The Talking Cure
- Hypnosis



Sigmund Freud (1856 - 1939)



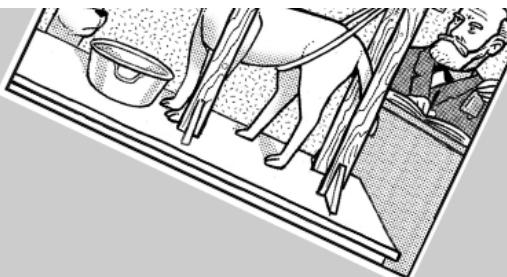
Tell me about your mother.....



YouTube

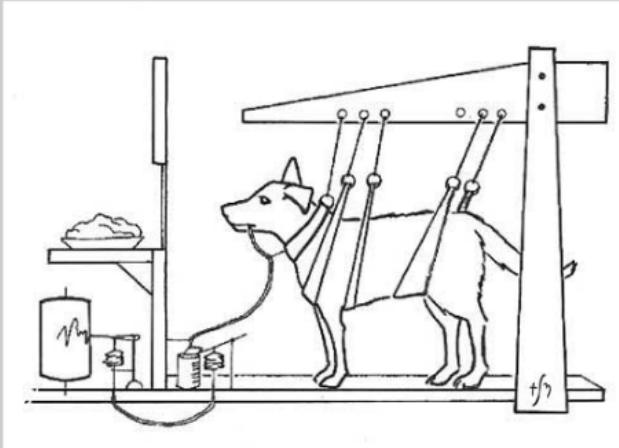
Psychoanalysis

- Free Association
- The Talking Cure
- Hypnosis

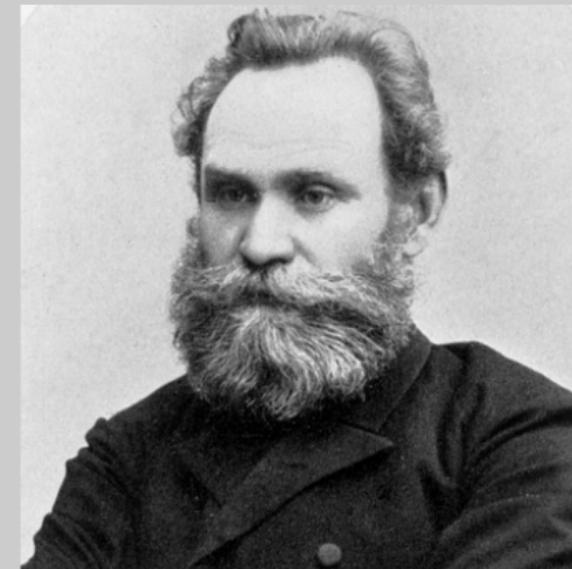


The Behavioural Perspective

Paw's
Dogs



Ivan Pavlov (1849 - 1936)



©2003 Stivens

WATCH WHAT I
CAN MAKE PAVLOV DO.
AS SOON AS I DROOL,
HE'LL SMILE AND WRITE
IN HIS LITTLE BOOK.



Behaviourism

grew out of a rejection of the emphasis on the inner working of the mind - focused only on observable behaviour - things that can be seen and measured objectively



Famous Watson Quote:

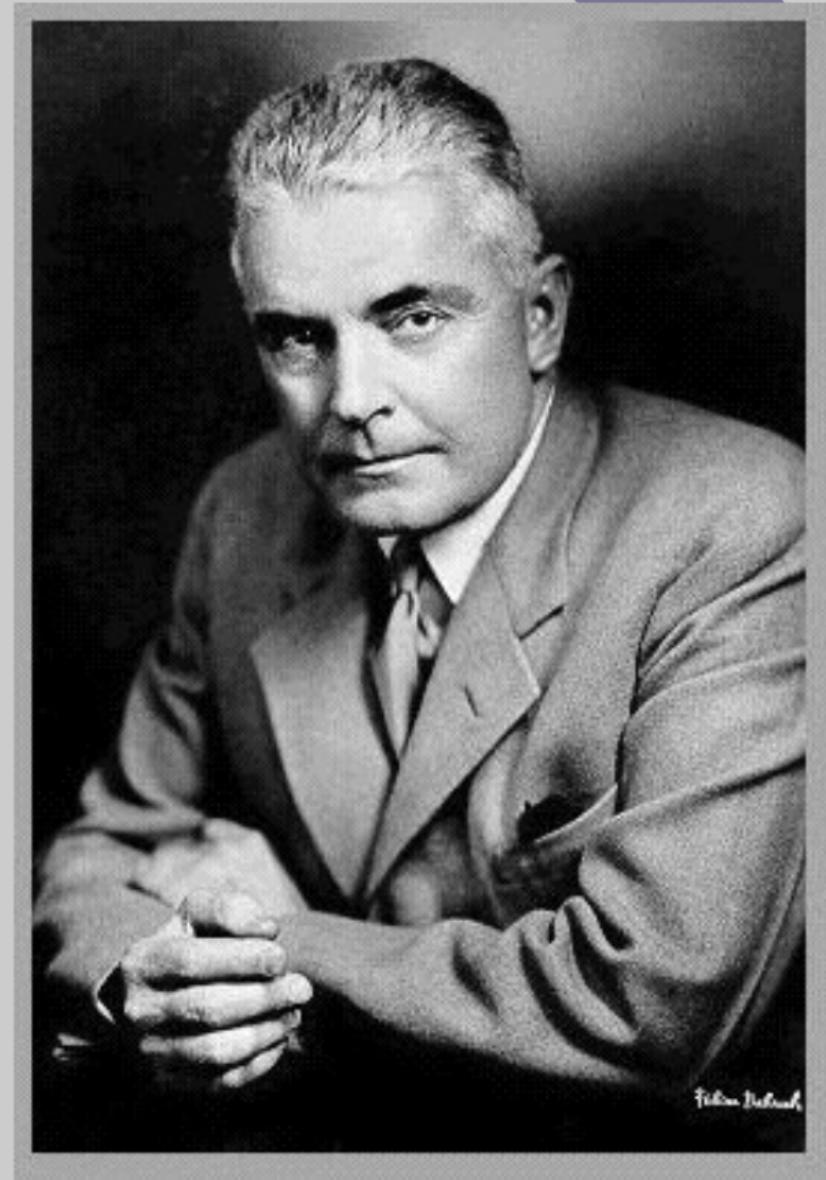
Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select—doctor, lawyer, artist, merchant-chief and, yes, even beggar-man and thief, regardless of his talents, penchants, tendencies, abilities, vocations, and race of his ancestors. (1930)

grew out of a rejection of the emphasis
on the inner working of the mind - focused
only on observable behaviour - things
that can be seen and measured objectively

John B. Watson



Little Albert



Ivan



Famous Watson Quote:

Give me a dozen healthy infants, well-formed, and my own specified 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. (1930)



B.F. Skinner (1904 - 1990)

Believed that behaviour is primarily shaped by learning and also that learning is primarily shaped by the consequences to behaviour





YouTube



YouTube

The Humanist Perspective



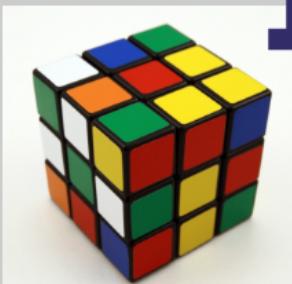
- a reaction against behaviourism
- more about human choice, free will
- Abraham Maslow's Hierarchy of Needs

The Compli-



- more about human choice, free will
- Abraham Maslow's Hierarchy of Needs

The Cognitive Perspective

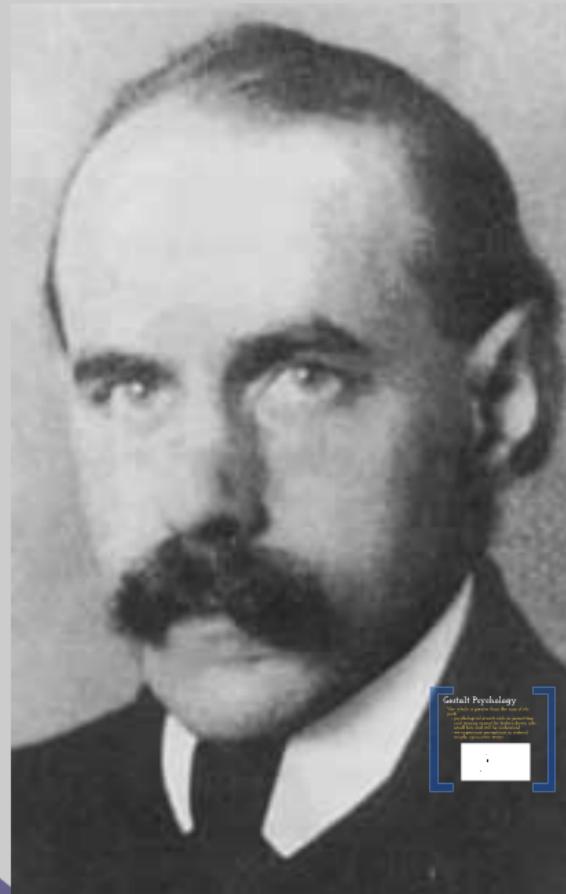


- another reaction to behaviourism
- looks at memory, problem solving, decision making

Max Wertheimer
(1880 - 1943)



Max Wertheimer (1880 - 1943)



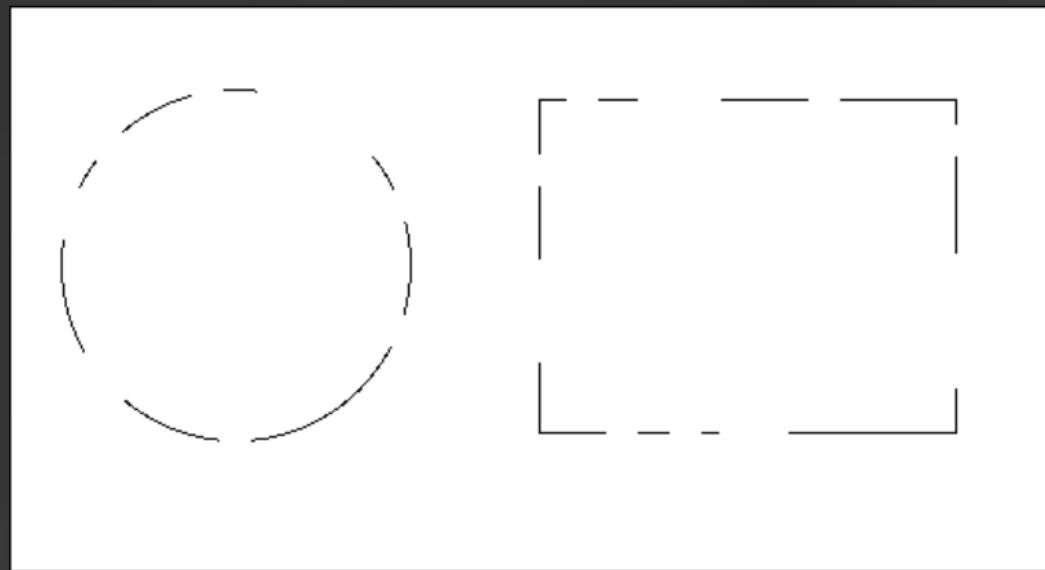
Gestalt Psychology



Gestalt Psychology

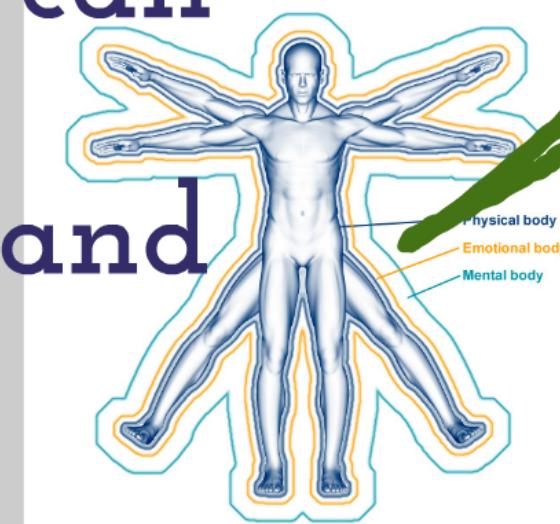
"the whole is greater than the sum of its parts"

- psychological events such as perceiving and sensing cannot be broken down into small bits and still be understood
- we experience perceptions in ordered, simple, symmetric ways:



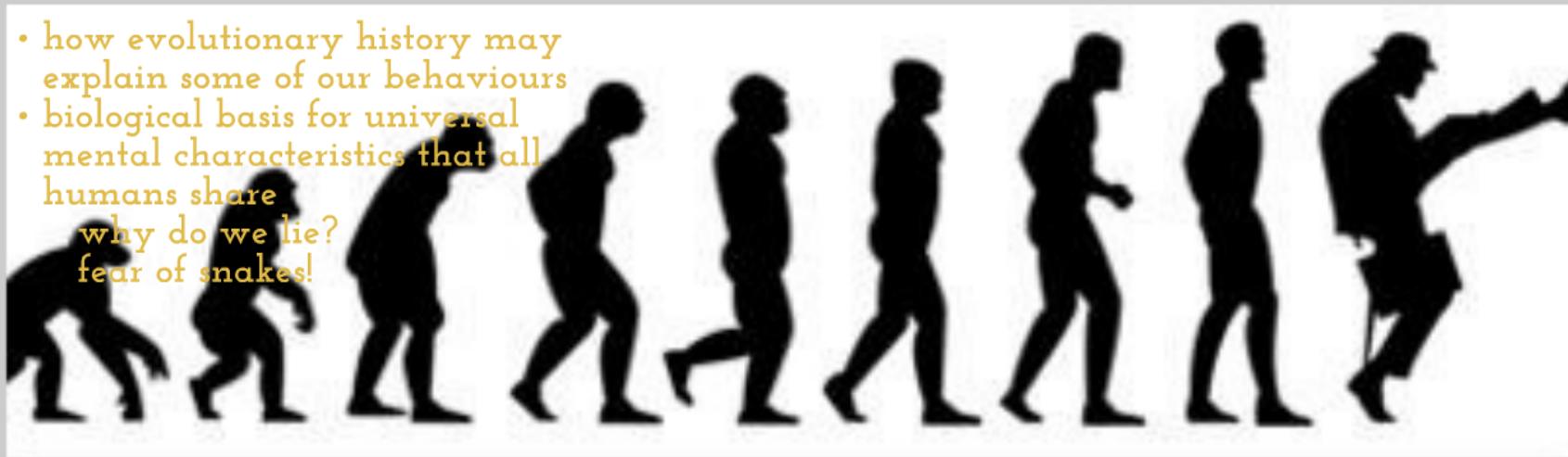
Biological Perspective

- how the physical body can help to explain the psychological processes and behaviours



Evolutionary Perspective

- how evolutionary history may explain some of our behaviours
- biological basis for universal mental characteristics that all humans share
why do we lie?
fear of snakes!



Biologic

- how the principles of psychology help to explain behaviour;

Evolution

- how evolutionary history may explain some of our behaviours
- biological basis for universal mental characteristics that all humans share

why do we lie?
fear of snakes!

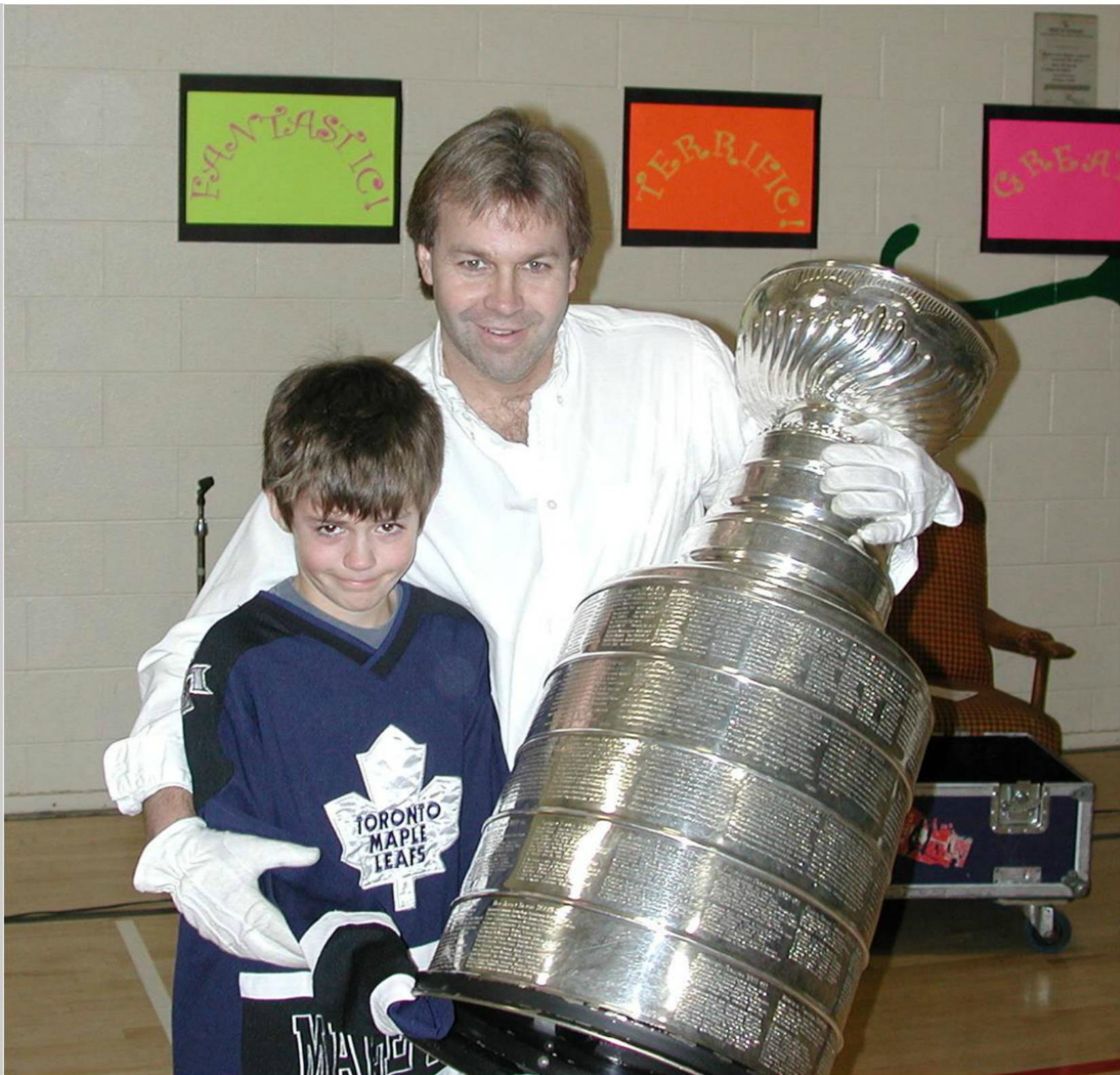
Sociocultural Perspective



- impact of environment and culture on behaviour
- are differences in behaviour due to income level, culture, sex?

Key Issues in Psychology

- Nature vs. Nurture
 - Observable Behaviour vs. Internal Mental Processes
- Free Will vs. Determinism
 - Conscious vs. Unconscious
 - Individual Differences vs. Universal Principles



ube



YouTube



Debate!