

PSYCHOLOGY

PSY 101 General Psychology

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Evolution of psychology as science

1879 first lab for psychological experiments

1890's structuralism
 functionalism

1920's behaviorism

1920's - behaviorism

How does one study something abstract?

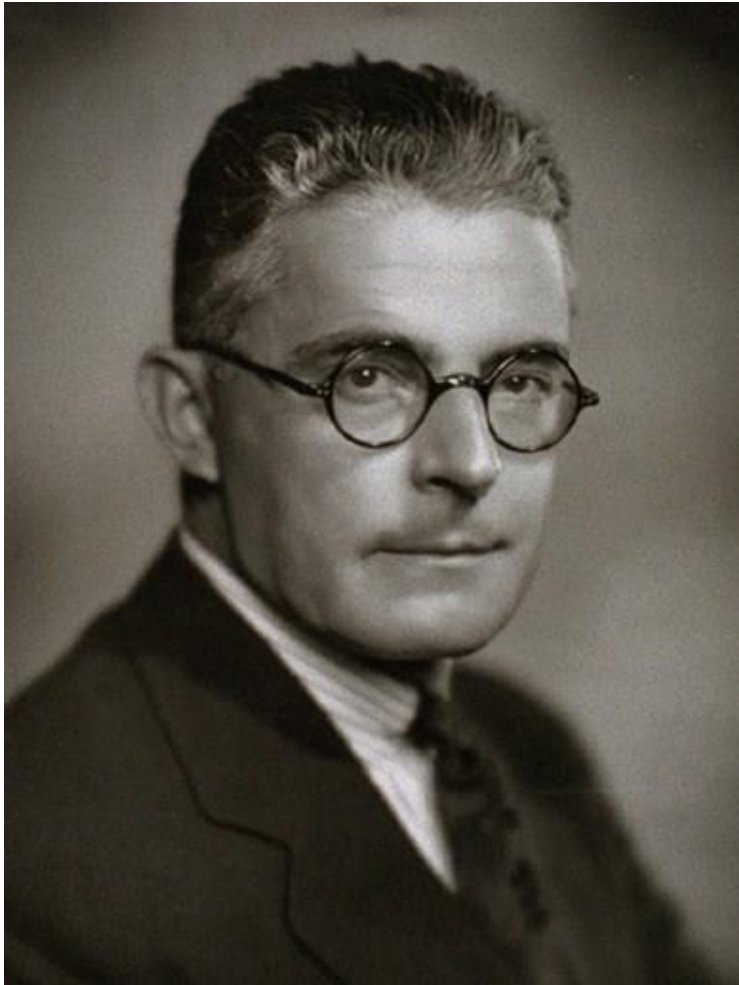
Challenges:

Reliability – consistency of measurement/observation

Validity – accuracy of measurement/observation

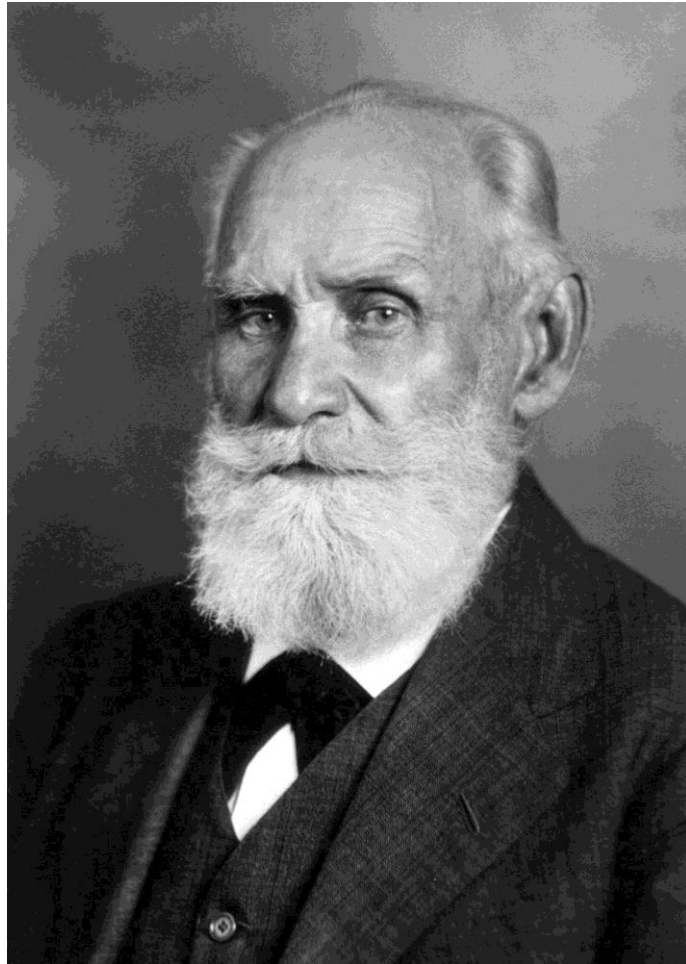
1920's - behaviorism

John B Watson

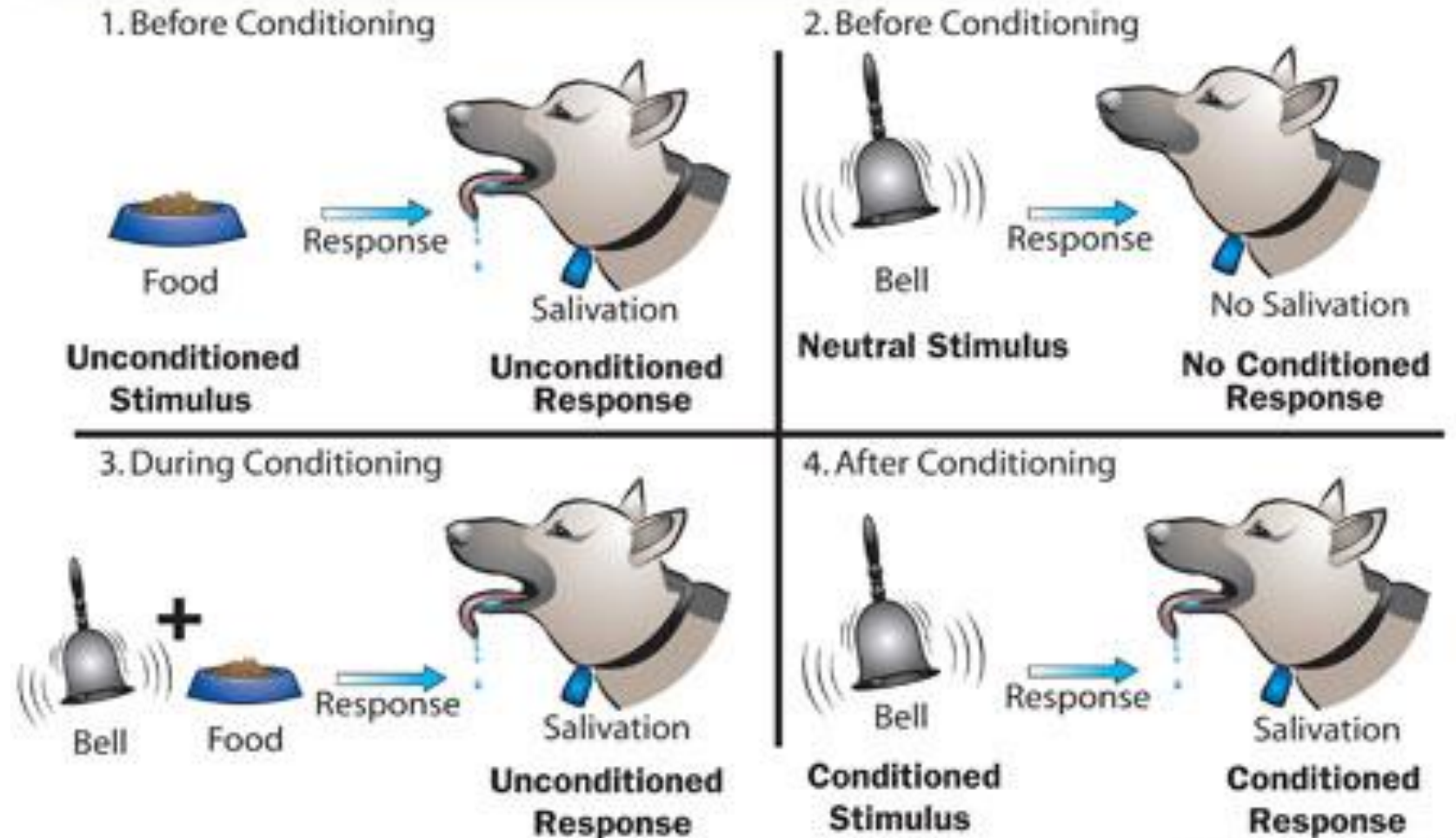


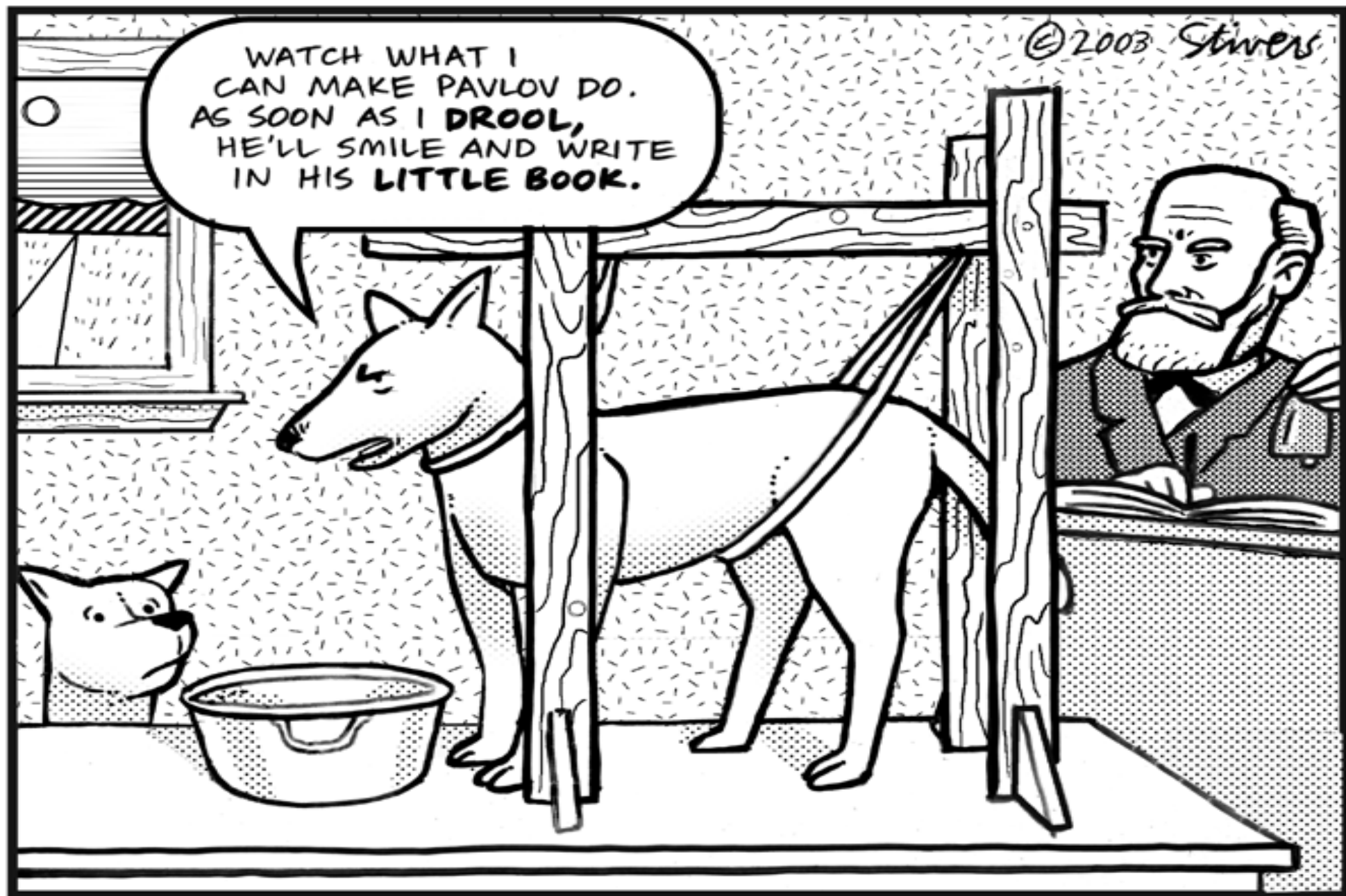
1920's – behaviorism

Ivan Pavlov



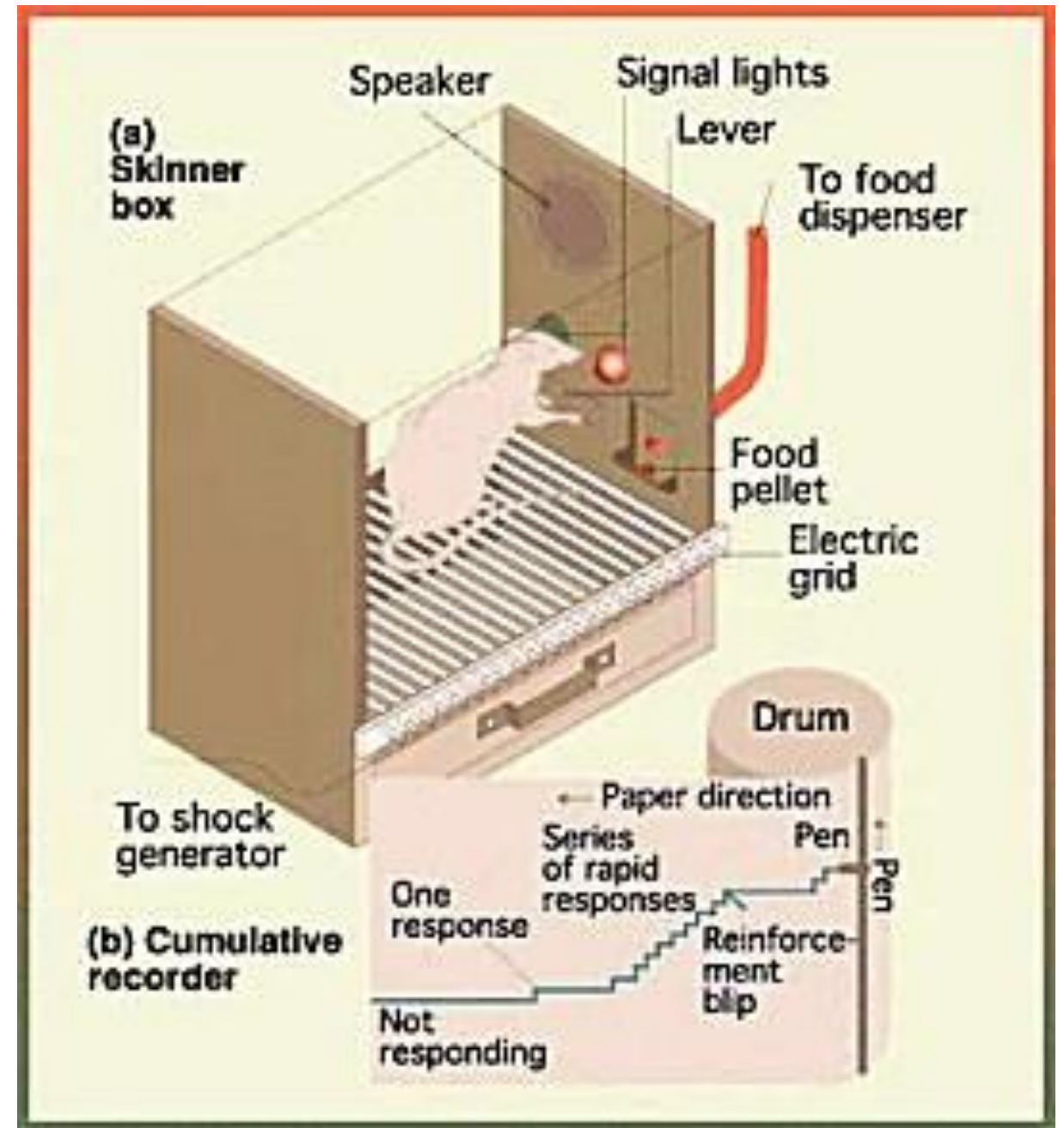
How Dog Training Works





1920's – behaviorism

B F Skinner



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Freudian psychology

1920's – Freudian psychology

Sigmund Freud



- the unconscious: Id, ego, and superego
- psychosexual theories of human behavior
- psychoanalysis; uncovering the unconscious

Evolution of psychology as science

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1890's structuralism
 functionalism

1920's behaviorism
 Freudian psychology

1960's humanism

1960's – humanism

Carl Rogers



Emphasis on client centered therapy and student centered learning.



Behaviors influenced by hierarchy of needs

Abraham Maslow



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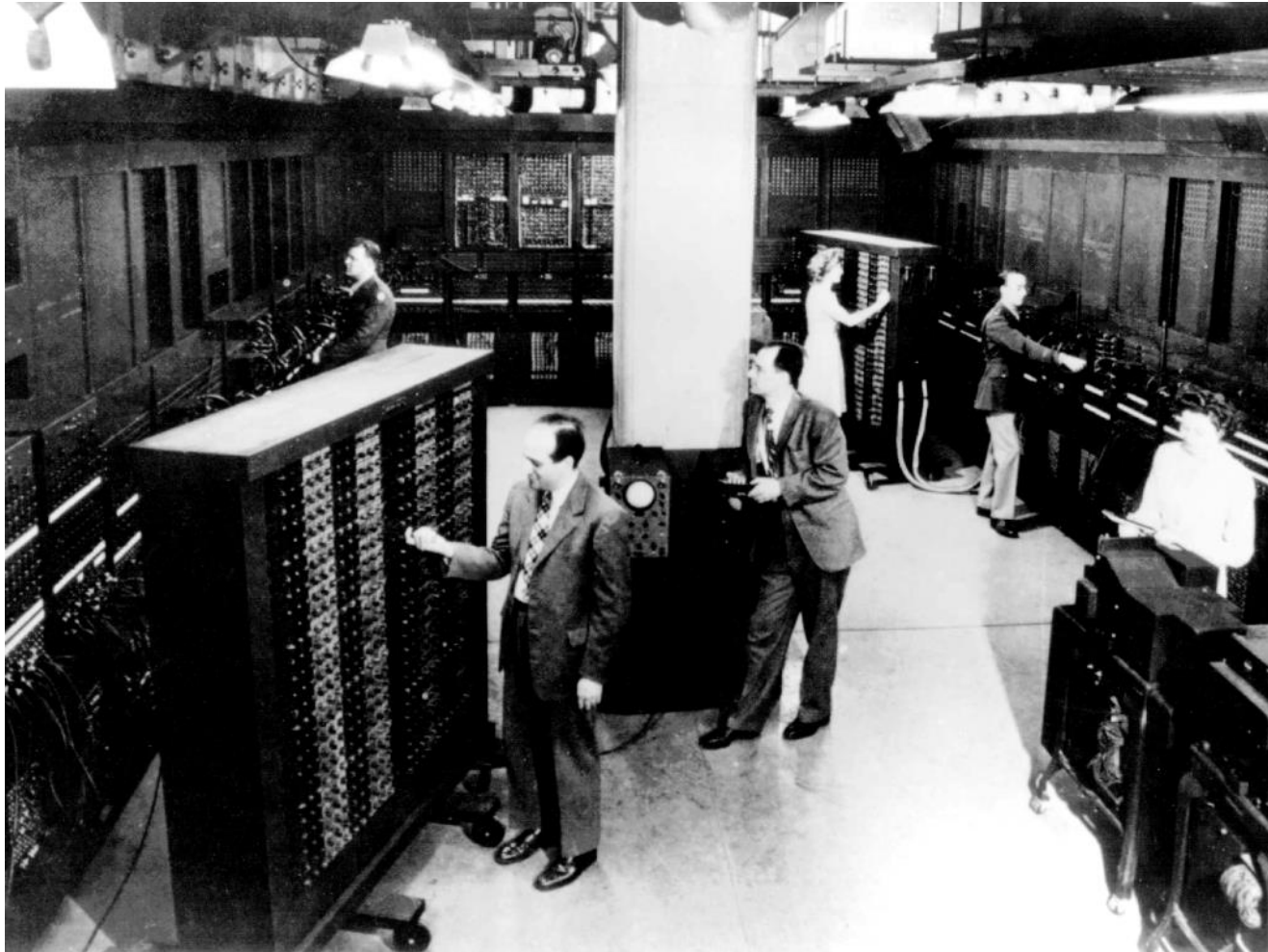
Freudian psychology

1960's humanism

cognitive revolution

1960's – cognitive revolution

Information processing



World's first computer,
1946



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cognitive revolution

Subfields of psychology

Abnormal

Clinical

Developmental

Educational

Experimental

Biological

Quantitative

Social

Evolutionary

Industrial-Organizational

Cognitive

Counseling

Neurocognitive

School

Personality

Cultural

Four goals of psychological research

- Description
- Prediction
- Explanation
- Application

Why do we need science in psychology?

1. Hindsight bias
2. Overconfidence of own knowledge
3. Seeing patterns and orders from random events

We need to think critically in order to generate and extend knowledge about human mind and behavior.

Question 1

John is looking at Beth, but Beth is looking at Steve. John is married, but Steve is not. Is a married person looking at an unmarried person?

A. Yes

B. No

C. Cannot be determined

John → Beth → Steve

Married → ? → Unmarried

Scenario 1) Married → Married → Unmarried

Scenario 2) Married → Unmarried → Unmarried

What is science?

- knowledge and practice based on evidence
- Also the process of generating knowledge from evidence

What is Scientific research?

Systematic collection and processing of information gathered from direct observation and “experience” in order to generate new knowledge.

Scientific method

1. Theory
2. Hypothesis
3. Test hypothesis by research and observe
4. Confirm or reject
5. Repeat