



# HS 002: Introduction to Psychology

Unit 1: Introduction to Psychology



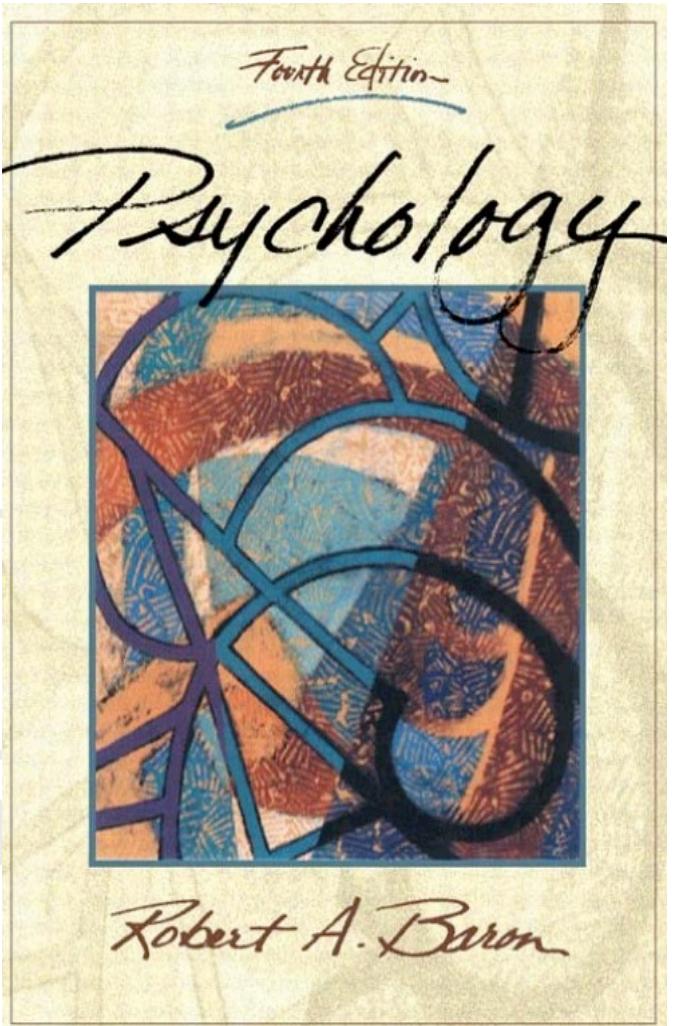


# Course Structure & Book

Lecture (14 hours):  
50 Marks & 30 Marks

Tutorial (14 hours):  
20 Marks

Mid-sem (13-17 Sep. 2019)  
Last Class: 9 Sep. 2019





# Psychology: A Science and a Perspective

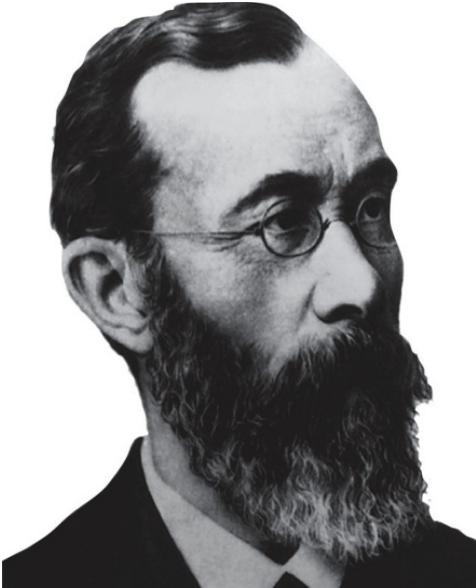


# Definition

- *Psychology is the scientific study of behavior and mental processes.*
- *Psychology is the study of the mind and behavior, according to the American Psychological Association.*
- An **approach** or **perspective** in psychology is a particular view as to why, and how, we think, feel, and behave as we do.

# Structuralism

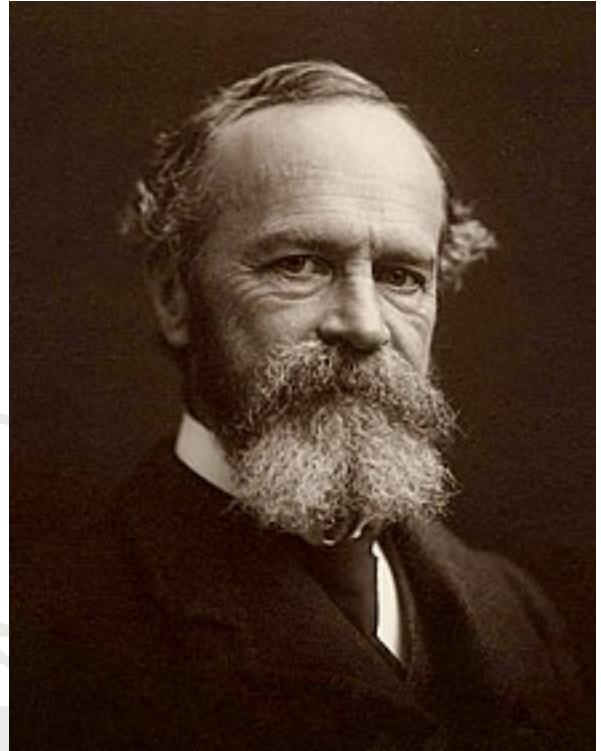
1. Wilhelm Wundt (1832-1920) – founded modern experimental psychology
  - First psychology laboratory
2. Structuralism breaks conscious experiences into:
  - Objective sensations (sight or taste), and
  - subjective feelings (emotions, memories, dreams)
3. Mind functions by combining objective and subjective elements of experience



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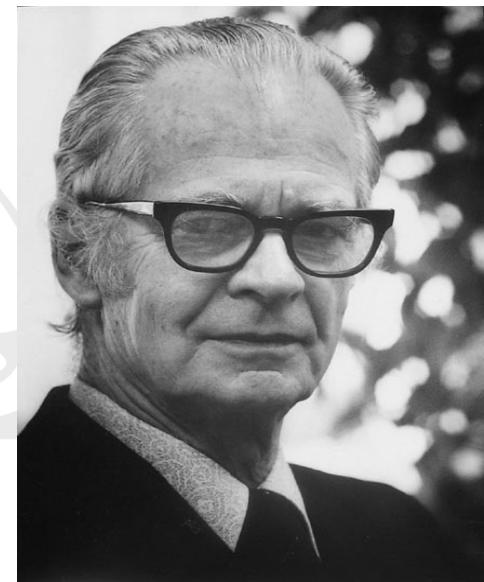
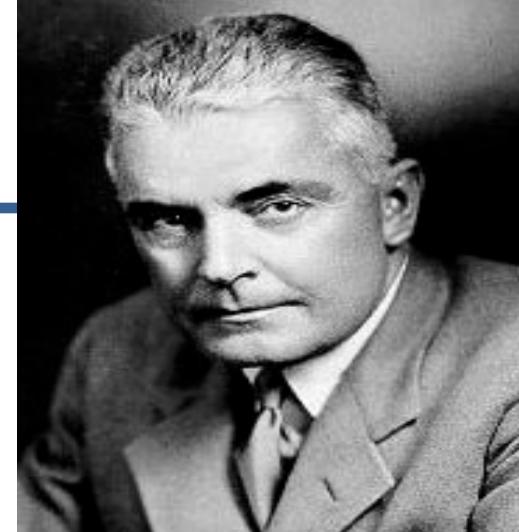
# Functionalism

1. William James (1842-1910)
2. Functionalism focused on behavior in addition to mind and consciousness
3. Used direct observations to supplement introspection



# Behaviorism

1. John Broadus Watson (1878-1958) stated that only observable, overt activities can be measured in a scientific manner.
2. Behaviorism focuses on learning observable (measurable) behavior.
3. B.F. Skinner (1904-1990)
  - Learned behavior is behavior that is **reinforced**.
  - Beyond Freedom and Dignity (1971)



# 6-Major Perspectives in Psychology

1. Behavioral Psychology is basically interested in how our behavior results from the stimuli both in the environment and within ourselves.



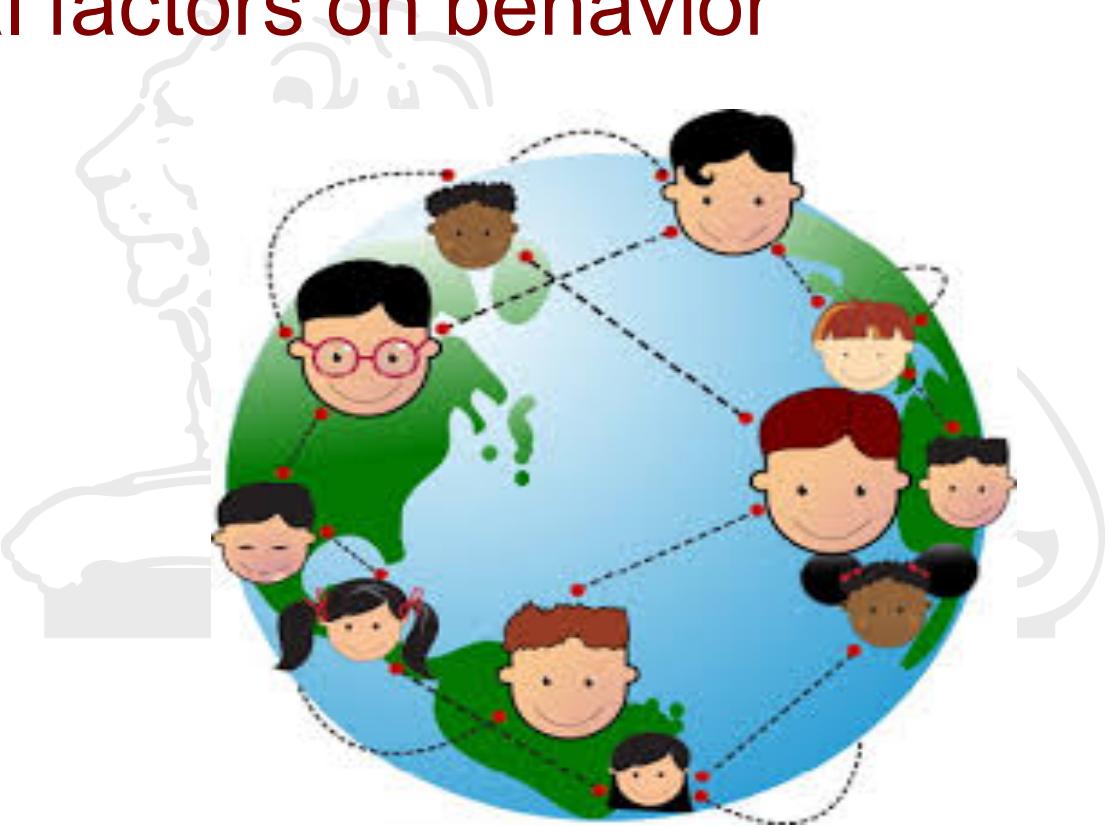
## 2. Cognitive: Focuses on cognitive processes such as memory, thought, reasoning



### 3. Biological: Focuses on the biological events and processes that underlie behavior



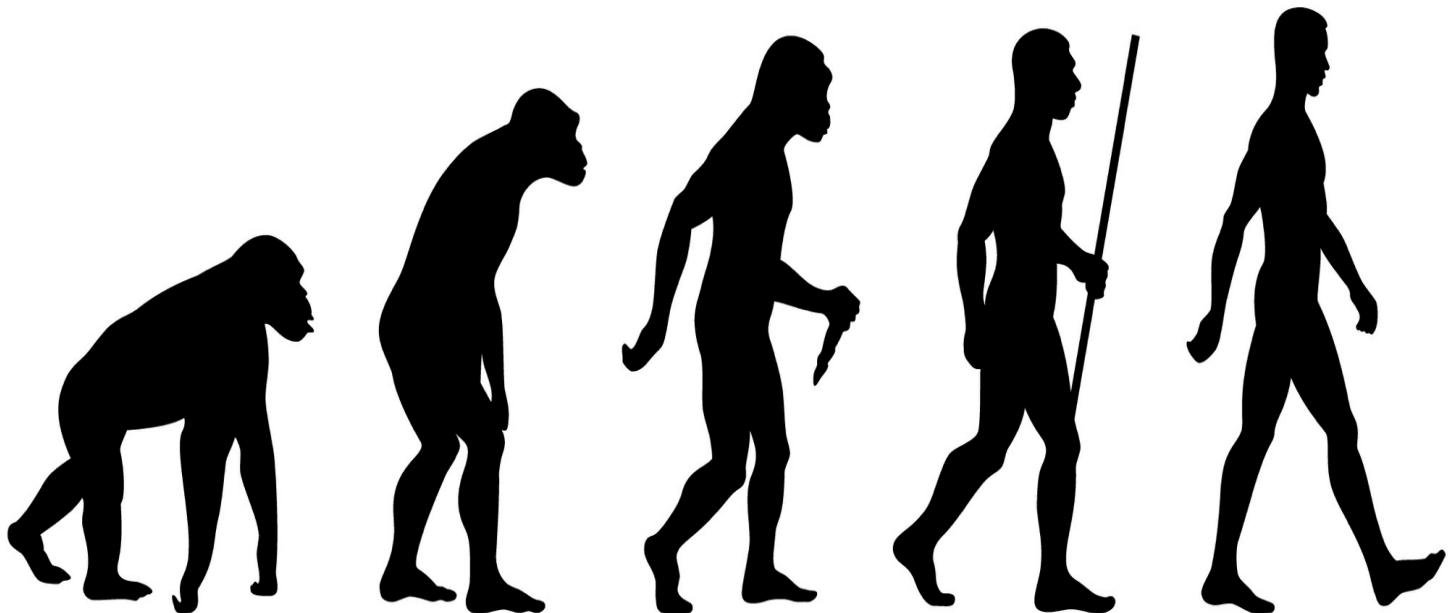
## 4. Sociocultural: Focuses on all aspects of social behavior and on the impact of cultural factors on behavior



5. Psychodynamic: Focuses on personality and on the role of hidden, often unconscious processes on behavior. Sigmund Freud was the founder of the psychodynamic approach to psychology

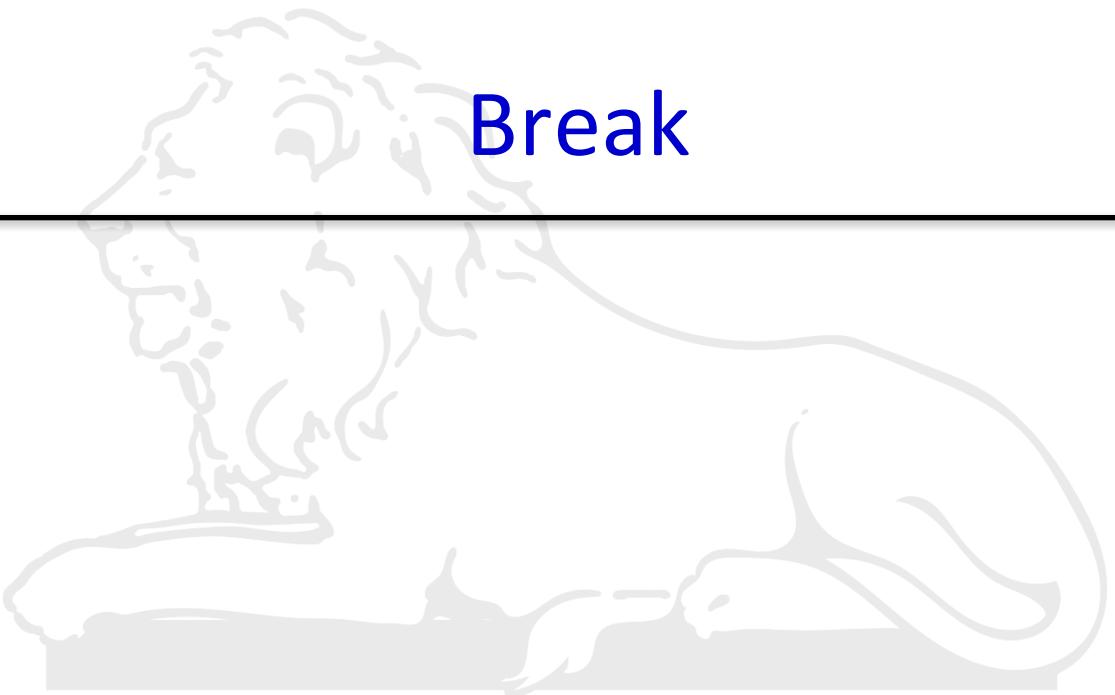


6. Evolutionary: Focuses on the possible role of inherited tendencies in various aspects of behavior.



# Break

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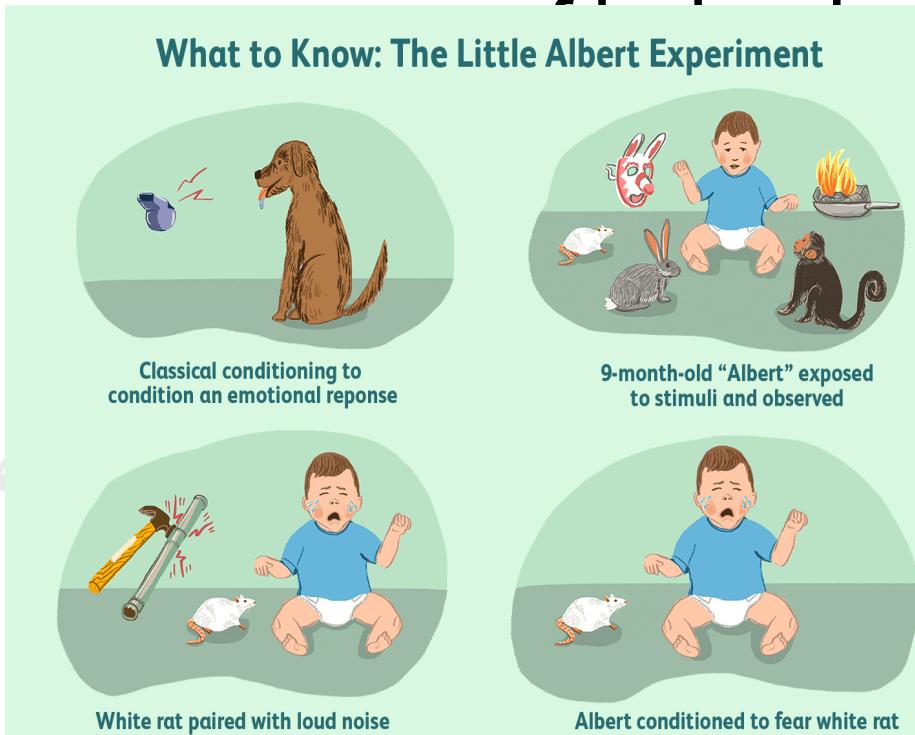
# RECAP



1. *Psychology* is the scientific study of behavior and mental processes.
2. Science begins observation – and observation is introspection.
3. Wilhelm Wundt – Structuralism – Conscious experience e.g. Fire
4. Introspection is the examination of one's own conscious thoughts and feelings.  
This method lacks reliability. It talks about internal behavior which cannot be measured.



1. William James – Functionalism – he believed consciousness cannot be broken into parts. How we adapt environment? His work was influenced by Charles Darwin work (how behavior help us adapt to the environment)
2. JB Watson – Behaviorism – Stimulus-response pattern



# GIRL AND BULL

Cognitive: what are her thoughts? What strategies she is having? What is passing through her mind?

Biological: what are her emotions? Emotions of the crowd? change in physiological responses such as HRV, RSP, EDA, etc.

Behavior: Her overt behavior? Behavior of the crowd? Bullfighter's reaction and the anger of the BULL

Psychodynamic: Conscious and unconscious behavior of the girl.

Sociocultural: why bull-fighting is popular? Why is it popular at some places but not at other places?

Men dominated the event? Where does women bull-fighter stands in society?





# 9-Major subfields of Psychology

Clinical Psychology

Counseling Psychology

Development Psychology

Educational Psychology

Experiment Psychology

Cognitive Psychology

Industrial/Organizational  
Psychology

Biopsychology

Social Psychology

**1. Clinical Psychology:** Studies diagnosis, causes and treatment of mental disorder



**2. Counseling Psychology:** Assist individuals in dealing with personal problems that do not involve psychological disorder.

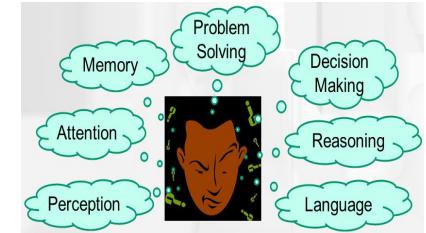


**3. Developmental Psychology:** Studies how people change physically, cognitively, and socially over the entire life span.



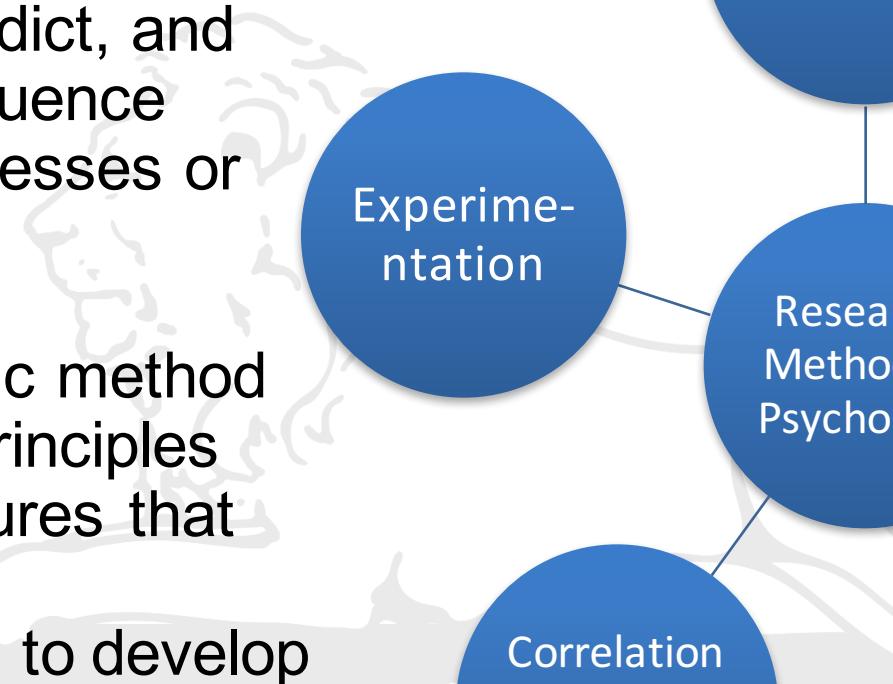
**4. Educational Psychology:** Studies all aspects of the educational process





# Research Methods in Psychology

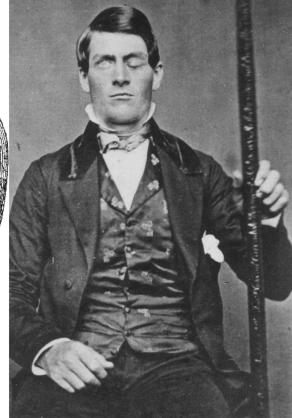
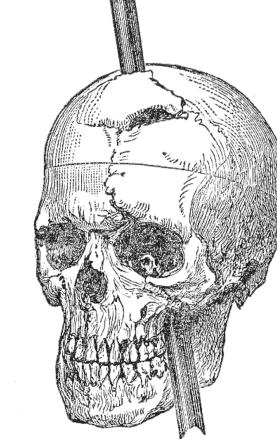
1. The goals of psychological studies are to describe, explain, predict, and perhaps influence mental processes or behavior.
2. The scientific method is a set of principles and procedures that are used by researchers to develop questions, collect data, and reach conclusions.



1. Systematic observation: Behavior in natural settings is studied systematically. It means, observing behavior in their natural environment. It often involves counting behaviors, such as number of aggressive acts, number of smiles, etc.



## Phineas Gage



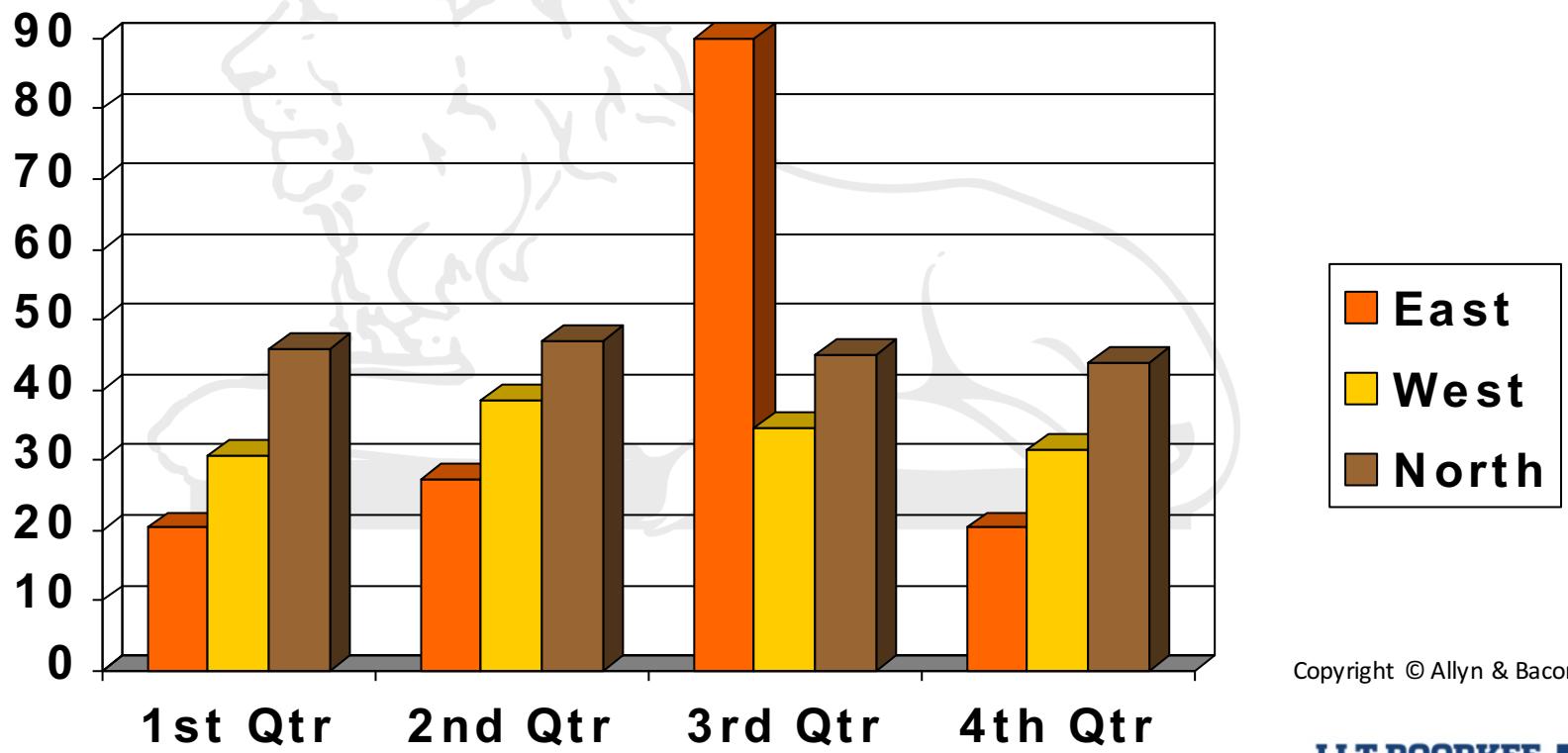
2. Case Method: A small number of persons are studied in detail.



### 3. Surveys: Large numbers of persons are asked questions about their attitudes or views.



## 4. Correlational research: Research measures two or more variables to determine if they are related in any way.



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## 5. Experimentation: The presence or strength of one or more variables is varied.

Experiments can provide information about cause-and-effect relationships between variables.



Method	Advantages	Disadvantages
1. Systematic Observation	Behavior is observed in the settings where it normally occurs.	Cannot be used to establish cause-and-effect relationships; often costly and difficult to perform.
2. Case Method	Detailed information is gathered; individuals can be studied for long periods of time.	Generalizability of results is certain; objectivity of researcher may be compromised.
3. Surveys	Large amount of information can be acquired quickly; accurate predictions of large-scale trends can sometimes be made.	Generalizability may be questionable unless persons surveyed are a representative sample of a large population.

Method	Advantages	Disadvantages
4. Correlational research	<p>Large amount of information can be gathered quickly; method can be used in field as well as laboratory things.</p>	<p>Difficult to establish cause-and-effect relationships.</p>
5. Experimentation	<p>Cause-and-effect relationships can be established; precise control; can be exerted over other, potentially confounding variables.</p>	<p>Results can be subject to several sources of bias (e.g., experimenter effects); generalizability can be doubtful if behavior is observed under highly artificial conditions.</p>



# Interpretation of Results

How can we trust the results from the research method?

1. Inferential statistics: *....pattern of findings, such as differences in the behavior of experimental groups, is due to chance alone.*
2. Replication: *.... results of an experiment be repeated before they are accepted with confidence.*
3. Meta-analysis: A statistical procedure for combining the results of many different studies in order to estimate both the direction and the magnitude of the effects of independent variable studied in these experiments



# Critical Questions

1. What is Psychology?
2. What are different perspectives of Psychology?
3. What are different types of psychology?
4. What is a research method?
5. What are different types of research method?



**THANKS!**