

Intro: What is Psychology?

Psychology: Study of mind and behaviour (human and animal)

Psychology is empirical

- Use of research methods
- Evidence base decision making > look for evidence
- Critical thinking

Behaviour:

- That is overt (ouvert, can be easily seen)
- Hidden (that we assume exists)
 - Has to be defined in terms of observable, measurable behaviour (observable actions of a human or nonhuman animal)
 - ex: hunger (salivate, blood pressure, grumpy)

Hypothetical construct

- We believe in the existence of certain terms (intelligence, hunger)
- Can be defined differently > abstract concept

Goals of psychology

- Describe
- Explain/Understand
- Predict (if i do this, this will happen)
- Control/Influence

Mind

- Subjective experience comes from electrical and chemical activities of our brain > how memories, feelings, thoughts are related to brain activity
- fMRI (functional magnetic resonance imaging): scans brain to see what is activated while doing an action (reading, learning, etc)
- Role of the mind
 - Accomplish basic goals (survive and reproduce)
 - linguistic abilities (organize thoughts), remember (avoid solving same problem), emotions (react quickly when in danger)
- In the beginning thought that the mind and the brain were separated (René Descartes)
 - Dualism: Mental activity reconciled and coordinated with physical behaviour
- Some also believed in scientific materialism (mental activity result of physical activity of the brain (Gilbert Ryle)
 - Thomas Hobbes: Mind is what the brain does
 - This theory was proven thanks to Paul Broca thanks to Mr. Leborgne who had a brain problem that made him lose his speech, he was only able to say tan. It was later discovered that he had a lesion in the left hemisphere

Procrastination

- Study on college students

- Measure tendencies towards procrastination in the beginning and level of health and stress symptoms
- Procrastinators turned in the work late and were relaxed in the beginning, but health symptoms and stress levels were higher in the end than non procrastinators
- Procrastinators had lower grades

Chapter 1: History of Psychology

- 1908: Hermann Ebbinghaus “Psychology has a long past and but only a short history”
 - Studied memory
- **1879: The discipline of psychology started**
 - Created a research laboratory
- Roots of psychology lies in religion, science, philosophy
 - Philosophy
 - Plato: Nativism (certain kinds of knowledge are inborn)
 - Aristotle: Philosophical empiricism (Knowledge is gained through experience)
- William James had a psychology teaching laboratory, but not research laboratory

Wundt and influence

- Father of psychology
 - Stated his intention to turn psychology into a science
- Focused on sensation and perception
- Was a trained psychologist
- Supervised PhD students (Walter Dill Scott (marketing psychologist look into him))

Schools of thought

Definition: Different ways of thinking

Structuralism

- Definition: Study of the structure of the mind and behaviour (the content the mind) > analysis of the basic elements that constitute the mind (breakdown elements in their smallest particles)
- Wundt: Objective measures
- Came out of Titchener's work
- Titchener : Introspection (used to discover basic elements of conscious experience): What are all of the elements (basic building block elements) that make up your experience
 - Look into yourself to discover/understand
 - Introspection by analogy: Pretend to be a certain way to see that perspective
 - Retrospection: After a painful experience, look back in time to analyze
- Believed that psychologists should focus on consciousness: a person's subjective experience of the world and the mind
- Example of structuralism study: Hermann von Helmholtz (mentor of Wundt): measured speed of nerve impulses and recorded their reaction time (time it takes to respond to certain stimulus)> it was slower from the toe than the thigh

Functionalism: Minds with a purpose

- Inspired by Darwin
- Adaptation: Survival of the fittest
- William James' theory
 - brought psychology to America
 - thought it at Harvard
 - wrote the Principles of Psychology
 - Disagreed with Wundt
- Ask what is it for and not what is it made of
- Study of the purpose that mental processes serve (help survive and reproduce)
- Primary focus is on learning habits that enable organism to adapt to environment
- Don't separate building blocks "the mind is like a stream of consciousness"
- Look at the bigger perception (mainly when talking about behaviour)
- How different psychological processes execute that function

Gestalt Psychology (p.12-13)

- Definition: A psychological approach that emphasizes the active role that the mind plays in generating perceptual experience
- Really looking at physiology of the human
- Max Wertheimer
 - Studied illusions (errors of perception, memories, or judgement in which the subjective experience differs from the reality)
- Opposite of structuralism
- "the whole is greater than the sum of its parts"
 - Frog illusion and old lady/young lady illusion
- Focuses on your perception of the whole
- Phi Phenomenon: Law of apparent motion
 - Lights turning off and on really fast that gives the image of moving lights
- The mind brings disparate things together and combines them
- Illusion
 - Stimulus is exactly the same, but our perception changes what we see
- It's what you see and not the different parts
- Sensation and Perception
 - Example of experiment: Flashing two lights: When time between the flashing of the two lights was long people say two light, but when the time was shorter the patient would see what light one light going back and forth.
- Figure ground illusion (**reread this part in book**)
 - Figure ground illusions work best with symmetrical figures (mirror image on the left and on the right, il y a un axe de symétrie)
 - Where there is light and dark
 - If you stare at the middle you should be able to see you can "toggle" from figure to ground and vice versa (can toggle both images)
 - You need to go in your memory to know what the different shapes are
 - Note the stimulus has not changed- but your perception changes
- Perceptual Processes
 - Perceptual grouping

- We can either concentrate on the figure or on the ground (sometimes you need to learn to see the other image)
 - Figure (white object)
 - Object-like regions of visual field that are distinguished from the background
 - Ground
 - Background areas of visual field, against which figures stand out
- Gestalt Principles of Perceptual Organization (there is more look in book)
 - Proximity: How close the elements are from each other (We group together the nearest (most proximal) elements)
 - Similarity: Whether they are same or different decides how we create groups (We group together the most similar elements)
 - Closure: See an image even if there are parts missing (gaps). Our mind fills in the blanks (We fill in small gaps to experience objects as whole)
 - Continuity: Edges or contours that have the same orientation are grouped together (We experience lines as continuous even when they are interrupted)
 - Common fate: Elements that move together are perceived as parts of a single moving objects (We group together objects that are moving in the same direction)
 - Simplicity: The simplest explanation is the best
 - What we perceive depends on these elements and our past experience
- Ambiguity
 - Sometimes single images (stimuli) are ambiguous and open to multiple interpretations during perceptual and identification processes
- Inspired by Gestalt psychology
 - Kurt Lewin
 - Studied how to predict behaviour
 - Understand subjective interpretation or perceived stimuli

Cognitive Psychology

- Inspired by the invention of computers (mind being compared to a computer)
 - Cognitive psychology: Scientific study of mental processes including perception, thought, memory and reasoning (inner working)
 - Studies the mind's limit capacity> we can't effectively use 2 instruments at the same time
 - Noam Chomsky
 - Language relies on mental rules
 - He explained how kids could say sentences they never heard before
 - This contradicted Skinner's theory
- Karl Lashley
 - Tried to find the part of the brain in charge of learning
 - Removed part of rat's brain and made them do a maze. They would always solve the maze, but worst every time
 - Didn't identify where we learn
 - Developed Behavioural neuroscience
 - An approach to psychology that links psychological processes to activity in the nervous system and other bodily processes
 - Relationship between brain and behaviour
 - Neuroscientist record electrical or chemical responses in the brain as a task is being performed or study the effect of the removal of a certain part

- Can't study on human so work with birth defects, accidents, illnesses in which the brain is damaged
- Brain scans while the brain is in function
- This developed cognitive neuroscience
 - Field of study that attempts to understand the links between cognitive processes (i.e. reading) and the brain activity > try to link the brain with the mind, study people with and without brain problems

Psychoanalysis

- Definition: Bringing the unconscious material into the conscious awareness to better understand psychological disorders
- Psychoanalysis is a therapy created for the psychoanalytic theory (An approach that emphasizes the importance of unconscious mental processes in shaping feelings thoughts and behaviours)
- To cure psychological problems, you need to remember your early experiences
- Behaviour is driven, motivated by powerful inner forms
- Human actions comes from
 - Inherited instinct
 - Biological drives
 - Attempts to resolve conflicts between personal needs and society's demands
 - Focus on clinical studies
 - We are bored with sexual and aggressive impulses
 - Conflict/tension deep inside us
 - The goal is to reduce the tension
- Freud
 - Freud's three level of awareness
 1. Conscious: aware of ...
 2. Preconscious: not thinking of it now (reachable layer)
 3. Unconscious: worrying and tension (dream content and jokes)
 - Freud was inspired by Jean-Martin Charcot's study on hysteria (temporary loss of cognitive or motor functions, usually as a result of an emotionally upsetting experience > when patients where in trance they would lose symptoms)
 - Freud was also inspired by unconscious (part of mind that operates outside of awareness that influences thoughts, feelings and actions) to develop psychoanalytic theory (Approach that emphasizes the importance of the unconscious) which is the basis for psychoanalysis
 - Freud was the first to create psychoanalysis
 - Studies how personality and characters develops
 - This science is still present today
 - Trying to understand motivation, personality development, how did mental disorders came to existence
 - Subconscious > below conscious
 - Symbols in your dreams that say something about you
 - Sense of humour says something about you
 - Freudian Slip
 - Want to say a certain thing, but then you say a word you didn't mean to say
 - Carl Jung (starwars)

Behaviorist Perspective

- Behaviourism definition: The idea that psychology should restrict itself to studying objectively observable behaviour
 - Organisms are a blank slate that experience modifies
- How particular environmental stimuli controls behaviour
- Inspired by Ivan Pavlov (Russian physiologist)
 - Started looking at reflexes
 - how can a behaviour be shaped by environment
- Classical or Pavlovian conditioning
 - Dogs (took many times for them to be trained)
 - Ring a bell and gave dogs food, then rang a bell and dogs would even come whether is no food
 - Psychic reflex to salivate when they see the guys who usually brings the food
 - Behaviour starts as a reflex (train a dog to respond to certain cues)
 - Phenomena of stimulus (sensory input from environment)-response (reaction to stimulus)
- John Watson
 - Believed that private experience is not the proper object of scientific inquiry
 - Require objective, replicable measurements of phenomena
 - Study what people do and not what they say
 - Observable behaviour (Not introspection)
 - Nurture (conditioning/ skills don't matter) more important than nature (nature plays no part)
 - Contradictions
 - 50/50 for intelligence
 - Needs a certain natural potential
 - Young critical learning period
 - Personality is 60% nature
 - Classical conditioning
 - Behaviorism and clinical psychology
 - Installed a fear response in a baby (little Albert)
 - Experience Watson/Raynor
 - Kid playing with a rat >makes a loud noise and scares baby
 - The kid becomes afraid of everything white and furry, because it associates it with the scary noise
 - Took one time to get to get that reflex since the situation was life threatening
 - Advertising
 - Classical conditioning to make you buy a product
 - Hot girl on a car>automatic reflex >cool women=cool car
- B.F Skinner
 - Operant conditioning
 - Reinforcement (reoccur) and punishment (less and less)
 - Believes in nurture> shaped by environment

- Doesn't believe in emotions
- Doesn't believe in free will
- Learnt how animals learn certain behaviours by observing their interaction with the environment
 - Created a conditioning chamber aka Skinner's box
 - Pull lever for food
 - Principle of reinforcement (the consequence of a behaviour will determine whether you will redo it or not)
 - Decisions are controlled on whether that action was rewarding in the past
 - Breaks complicated problems in small problems and if the person solves the first one, they will have the motivation to do the second one which is a little harder
- John Garcia proved that the behaviourist theory (all organisms are blank slates that experience modifies so all lessons are the same)
 - Rats were able to identify much more easily nausea with the smell than with lights
 - Evolution made the brain used to associating nausea with smell, because it encountered this situation more often in nature
 - Rat's learning ability also depended on ancestors learning history
 - Created evolutionary psychology (Explains mind and behaviour in terms of adaptive value of abilities that are preserved over time by natural selection)
 - Mind is a collection of "modules" that solve our ancestors problems
 - Built to do something well and some not at all
 - Theory hard to prove since we don't know feelings of ancestors
 - Wants to understand nature+origin of psychological processes in natural selection

Modern off-shoot of behaviourism- social learning/ cognitive behaviours

- Believes in thoughts and feelings
- I saw someone else do it and saw if it was good or bad for them (this will affect the person's actions)
 - Learn from the mistakes or success of others
 - Use of celebrities to endorse a product > encourage sells
- Albert Bandura
 - Observation
 - Vicarious (learn through someone else) reinforcement and punishment
 - Learn from other people's behaviours and consequences that follow
 - Do kids really learn to be aggressive by watching tv/adults/video games?

Humanist Perspective

- Third force (beside behaviourism and psychoanalysis)
- An approach to understanding human nature that emphasizes the positive potential of human beings > Focuses on highest aspiration
- Abraham Maslow
 - Self actualizing > we all have potential that we are meant to fulfill
 - Study model of motivation and personality
 - Doesn't believe we are born bad > born neutral or good
 - We have free will

- We are born good or AT WORST neutral
- Grow and develop in a positive way
- We can grow and make positive changes
- We can choose
- Carl Rogers
 - Unconditional positive regard > unconditional love
 - Therapy and treatment

Today's major psychological perspectives

- Biological Perspective
 - Genes, Brain, Nervous system
 - Brain chemistry, neuronal communication can help us understand behaviour
 - Drug dependence, emotions and moods, hunger, runner's high
- Evolutionary Perspective
 - Darwin
 - Mental abilities evolved over millions of years to serve particular adaptive purposes
 - We may make decisions based on how we are hard-wired
 - David Buss, Martin Daly, Margo Wilson
 - Martin Daly and Margo Wilson
 - The Cinderella affect
 - Step- parents are more likely to abuse or kill step-children than their own biological children
 - Mental abilities evolved over millions of years to serve particular adaptive purposes
 - Men choose women who are pear shaped because they are more likely to be fertile
 - Reproductive (success, longevity, evolution, survival)
- Learning perspective
 - Behaviorist
 - Social learning=social-cognitive=cognitive-behaviorism
- Cognitive Perspective
 - Thinking, understanding, memory
 - The past may play a role on behaviour
 - Environment may play a role
 - Our subjective reality, how we think about something helps to drive our behaviour
 - Focus on language, memory, problem solving
- Sociocultural Perspective
 - Cross-culture differences in the causes and consequences of behaviour
 - Research should not be based solely on a white population or a western population
 - Hunger motivation, attractiveness
 - Cross-cultural differences in what we crave. In what we find repulsive
 - Social psychology > how others influence + interactions
 - Study of the causes and consequences of sociality
 - i.e Hitler's influence
 - Conformity: Say something untrue if other people do it
 - We will do something immoral if ordered by an authority figure
 - Cultural psychology: The study of how our culture reflects and shape the psychological processes of members > broad culture on individuals
 - Study visual perception to social interaction from place to place and time to time to see what behaviour varies and which stays the same

- Person's earliest memory (varies)
- Facial attractiveness (same)
- Western Society: analytic (process information with no attention to surroundings)
- Eastern culture: holistic (Connects object/person with surrounding context)

The profession of psychology: Past and Present

- 1905: Mary Whiton Calkins: first female president of the APA (American Psychological Association)
 - Theory of self: mind can't be divided in distinct components
- 1970: Kenneth Clark: first black man president of APA
 - Studied self image of African American children (was against segregation)