

Psychology

According to the American **Psychological** Association, **Psychology** is the scientific study of the mind and behaviour.

Psychological Perspectives

- Psychoanalytic/psychodynamic
- Behaviorist
- Cognitive
- Sociocultural
- Biological
- Humanistic

1. Psychodynamic Perspective

Focus is on the unconscious mind and its influence over conscious behavior.

- ❖ Obsessive behavior may be caused by an anxiety inducing childhood event
- ❖ Emphasizes unconscious processes and early life experiences

Cont...

2. **Behavioral Perspective:** Perform an action based on the perceived possibility of reward/punishment.

- Emphasis on the human potential-the ability of each person to become the best person he or she could be Self-Actualization-achieving one's full potential or ideal self

*Studies objective, observable, environmental influences

Skinner, Pavlov

Cont...

- 3. Cognitive Perspective:** Study of the how the mind processes information, how people think and how they remember, store and use information.
- How people think, take in, process, store and retrieve information. Perception and processing influence behavior (does it look good/bad/silly?)

Cont...

4. **Sociocultural Perspective:** impact of specific social, ethnic, racial and religious groups on behavior.
5. **Biological Perspective:** Physical structures and substances that affect behavior.

6. Humanistic Perspective:

Healthy people strive to reach full potential (personally and inter-personally)
Abraham Maslow