

1 Chapter 1: What Is Psychology?

2 Truth or Fiction?

- More than 2,000 years ago, Aristotle wrote a book on psychology, with contents similar to your own textbook.
- The ancient Greek philosopher Socrates suggested a research method that is still used in psychology.

3 Truth or Fiction?

- As psychologist Wilhelm Wundt lay on his deathbed, his main concern was to analyze the experience of dying.
- Men receive the majority of doctoral degrees in psychology.

4 Truth or Fiction?

- Even though she had worked to complete all the degree requirements, the first female president of the American Psychological Association turned down the doctoral degree that was offered to her.
- You could survey millions of voters and still fail to predict the outcome of a presidential election.

5 Truth or Fiction?

- In many experiments, neither the subjects nor the researchers know who is receiving the real treatment and who is not.
- A psychologist could write a believable personality report about you without interviewing you, testing you, or even knowing you.

6 Preview of Chapter One

- Psychology as a Science
- What Psychologists Do
- Where Psychology Comes From
- How Today's Psychologists View Behavior and Mental Processes
- How Psychologists Study Behavior and Mental Processes

7 Psychology as a Science

8 What is Psychology?

- Psychology is the scientific study of behavior and mental processes.

9 Goals of Psychology

- Psychology seeks to
 - to describe
 - explain
 - predict
 - control behavior and mental processes

10 What is a Theory?

- A theory allows you to
 - propose reasons for relationships
 - derive explanations and predictions
 - make predictions about the behavior or mental process

11 What Psychologists Do – Something for Everyone?

12 What Do Psychologists Do?

- Research
 - Pure research
 - Applied research
- Practice
- Teaching

13 Fields of Psychology

- 1 • Clinical
- School
- Developmental
- Personality
- Environmental
- Experimental
- Health
- 2 • Industrial
 - Organizational
 - Human Factors
 - Consumer
- Sport
- Forensic

14 **Where Psychology Comes From: A History**

15 **Historical Roots of Psychology**

- Ancient Greeks
 - Aristotle
 - *Peri Psyches*
 - Democritus
 - Plato
 - Introspection

16 **Psychology as a Laboratory Science**

- Gustav Theodor Fechner
 - *Elements of Psychophysics* (1860)
- Wilhelm Wundt
 - First psychology laboratory (1879)

17 **Structuralism: The Elements of Experience**

- Wilhelm Wundt
- Structuralism breaks conscious experiences into
 - objective sensations (sight or taste), and
 - subjective feeling (emotions, memories, dreams)

18 **Functionalism: Making Psychology a Habit**

- William James
- Functionalism focused on behavior in addition to mind and consciousness
- Influenced by Darwin's theory of evolution

19 **Behaviorism: Practicing Psychology in Public**

- John Broadus Watson
- Behaviorism focuses on learning observable (measurable) behavior
- B.F. Skinner
 - Learned behavior is behavior that is reinforced

20 **Gestalt Psychology: Making Psychology Whole**

- Max Wertheimer, Kurt Koffka, Wolfgang Köhler
- Gestalt focused on perception and its influence on thinking and problem solving
 - Perception of whole is greater than the parts
 - Insight learning
 - Active and purposeful

- 21 **The Importance of Context**
- 22 **Some Insight Into Insight**
- 23 **Psychoanalysis: Digging Beneath the Surface**
- Sigmund Freud
 - Psychoanalysis
 - Theory of personality
 - Therapy
 - Psychodynamic theory
- 24 **How Today's Psychologists View Behavior and Mental Processes**
- 25 **Evolutionary and Biological Perspectives**
- Evolutionary focuses on evolution of behavior and mental processes
 - Charles Darwin – “survival of the fittest”
 - Biological links activity of the brain, hormones, and heredity with behavior and mental processes
- 26 **Cognitive Perspective**
- Concerned with ways we mentally represent the world and process information
 - Memory, perceptions, learning, problem solving, decision making, language, planning
- 27 **Humanistic - Existential Perspective**
- Humanism stresses capacity for self fulfillment
 - Role of consciousness, self-awareness, decision making
 - Existentialism stresses free choice and personal responsibility
 - Carl Rogers
 - Abraham Maslow
- 28 **Psychodynamic Perspective**
- Neoanalyst focus on conscious choice and self-direction
 - Karen Horney
 - Erik Erikson
- 29 **Perspectives on Learning**
- Behavioral
 - Emphasize influence of environment
 - Repetition and reinforcements
 - Social Cognitive
 - People modify and create their environment
- 30 **Sociocultural Perspective**
- Focuses on the influence of differences among people on behavior and mental processes
 - Ethnicity, gender, culture, socioeconomic status
- 31 **Diversity Within Psychology**
- Ethnicity
 - Gilbert Haven Jones, J. Henry Alston

- Kenneth Clark and Mamie Phipps Clark
- Nancy Boyd-Franklin, Tony Strickland

32 **Diversity Within Psychology**

- Gender
 - Mary Whiton Calkins
 - Christine Ladd-Franklin
 - Margaret Floy Washburn
 - Helen Bradford Thompson
 - Mary Salter Ainsworth
 - Elizabeth Loftus
 - Susan Nolen-Hoeksema

33 **How Psychologists Study Behavior and Mental Processes**

34 **Principles of Critical Thinking**

- Be skeptical
- Insist on evidence
- Examine definitions of terms
- Examine the assumptions or premises of arguments
- Be cautious in drawing conclusions from evidence

35 **Principles of Critical Thinking (continued)**

- Consider alternative interpretations of research evidence
- Do not oversimplify
- Do not overgeneralize
- Apply critical thinking to all areas of life

36 **Life Connections:**

Critical Thinking and Astrology

- Barnum Effect
 - Generalized personality profile has enough in common with our perception of our personality

37 **The Scientific Method**

- Formulate a research question
- State the hypothesis
- Test the hypothesis
- Draw conclusions based on findings
- Publish research
- Replicate study

38 **Scientific Method**

39 **Samples and Populations**

- Sample
 - Individual being studied
- Population
 - Entire group targeted for study
- Representative samples allow generalization of findings

40 **Random and Stratified Sampling**

- Random sample
 - Each member of population has equal chance of selection
- Stratified sample
 - Subgroups are represented proportionally
- Volunteer bias
 - Bias represented by studying people who volunteer to participate

41 **Video Connections: Facial Analysis -**

The Scientific Method in Action

- What might be some real-world applications of facial applications?
- Explain why facial analysis might be a more objective measure of emotions than our own perceptions?
- Explain why the use of computers can be so important in research.

42

43 **Methods of Observation**

- Case Study
 - Gather information about individuals or small groups
- Survey
 - Used to collect information that cannot be observed directly

44 **Methods of Observation**

- Naturalistic Observation
 - Observe subjects in their natural environment
 - Unobtrusive measure

45 **Correlational Method**

- Mathematical method of determining a relationship between variables
- Correlation coefficient
 - Number between +1.00 and –1.00
 - Expresses strength and direction of relationship between variables

46 **Positive and Negative Correlations**

47 **Correlational Relationships, Cause, and Effect**

48 **Experimental Method**

- Demonstrates cause and effect through scientific method
 - Treatment
 - Independent variable
 - Dependent variable

49 **Experimental Method**

- Experimental groups
- Control groups
- Placebos
- Blind
- Double-blind study

50 **Experimental Conditions in the Lang Study**

51 **Ethics of Research with Humans**

- Ethical review committee and ethical standards
 - Promote individual dignity, human welfare and scientific integrity
 - Ensure no harm will come to subjects
- Informed consent
- Confidentiality
- Debrief subjects

52 **Ethics of Research with Animals**

- Animals are used when research cannot be carried out with humans
- Animals may be harmed, when
 - There is no alternative, and
 - Benefits of the research justify the harm