

## Introduction to Psychology: True or False?

1. People usually fall in love with someone very different from themselves.
2. Some people dream at night; others seldom dream.
3. Most people would refuse to obey an authority who told them to hurt an innocent person.
4. People with one eye still see in 3D
5. Most Moms are depressed for a time after their children grow up and leave home.
6. Advertisers cannot shape our buying habits through subliminal messages.
7. The amount of information that can be stored in human memory is unlimited.
8. Babies are born with a certain temperament. The tendency exists before they even learn things from the environment.
9. If you need help, the more people around the better off you are.
10. The most common form of schizophrenia is split personality.
11. If you are truly innocent of a crime, you have nothing to fear from taking a lie-detector test.
12. In humans the part of the brain that corresponds to the mouth is larger than the part that corresponds to the leg.

# Goals & Objectives

- Goals
  - Knowledge base of psychology
  - Research methods
  - Critical thinking
  - Applications of psychology
  - Values of psychology
- Objectives
  - Define and describe psychology
  - Understand modern psychology
    - Different types of psychologists
    - Areas of interest
  - Understand the history of psychology
    - Different viewpoints - schools of psychology

# Major areas of psychology

- Biological
  - Behavioral/Learning
  - Cognitive
  - Social & personality
  - Clinical
- 
- Emphasis placed on studying “normal” behavior.
  - Understand why and how people act the way they do

# Areas of Psychology



- <http://www.apa.org/about/division.html>
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- There are 54 divisions in American Psychological Association (APA)

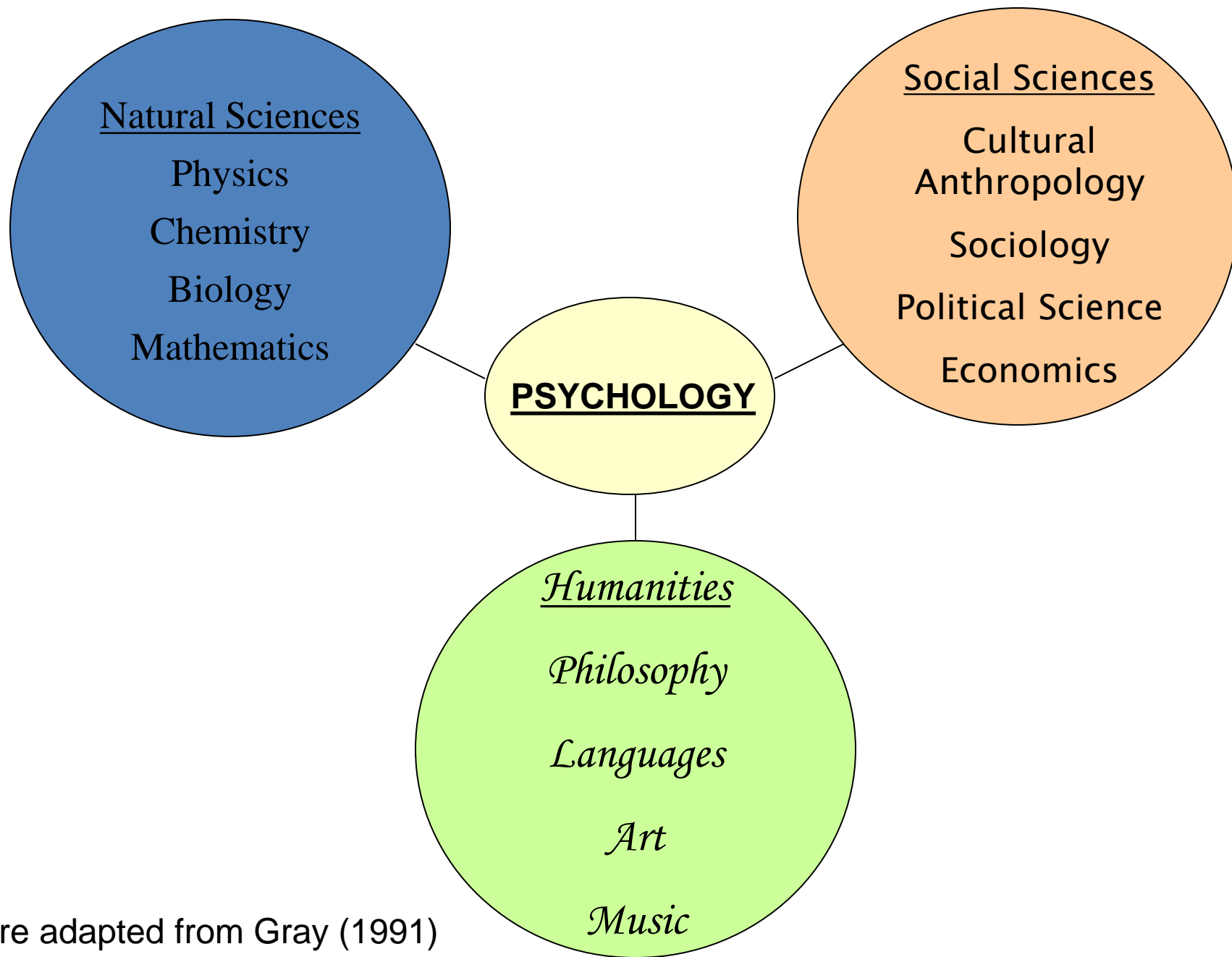
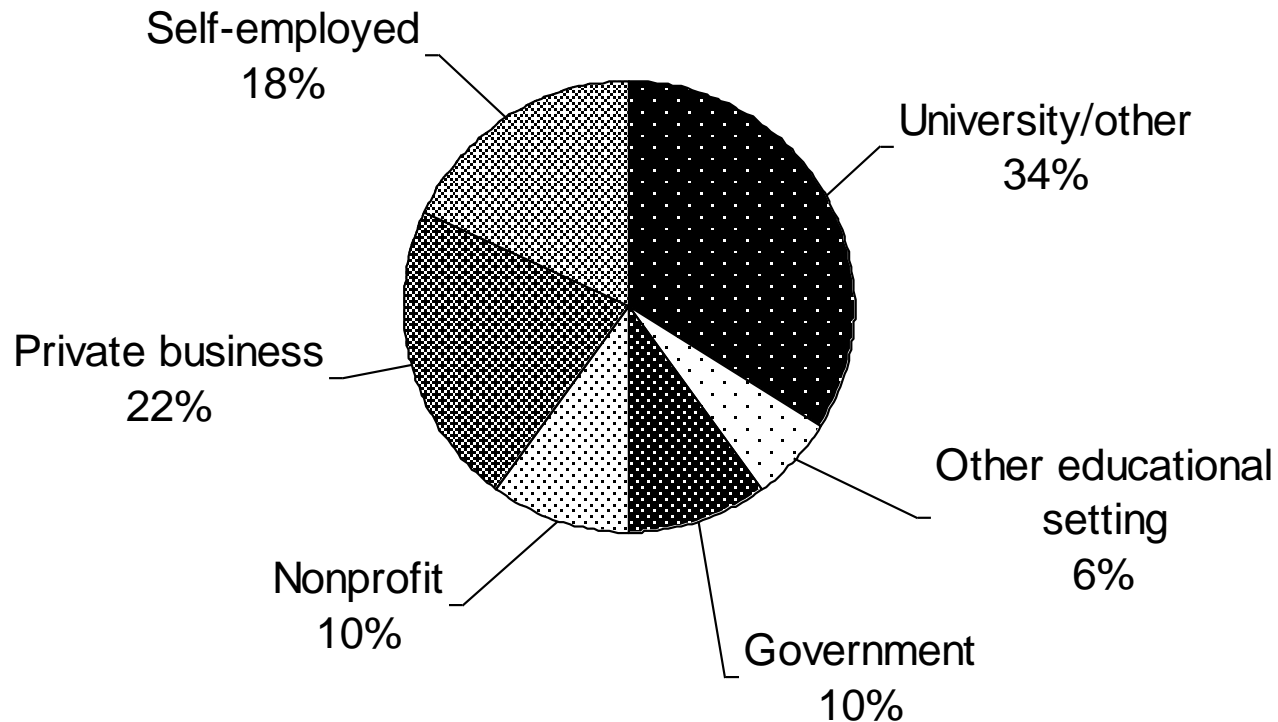


Figure adapted from Gray (1991)

# Where psychologists work



Careers in psychology brochure: <http://www.apa.org/students/student1.html>

# What do psychologists do?

- Clinical psychologists
  - Therapists
  - Psychological testing
  - Counselors
  - School psychologists
- Applied psychologists
  - Industrial/organizational psychologists
  - Military psychologists
  - Forensic psychologists
- Research psychologists
  - Academic
  - Government

# Roots of Psychology

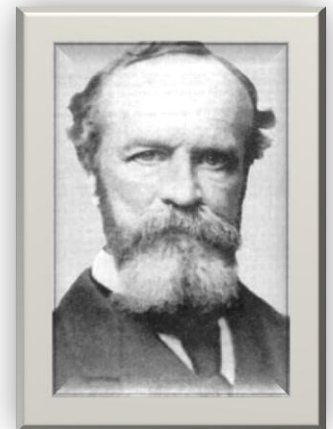
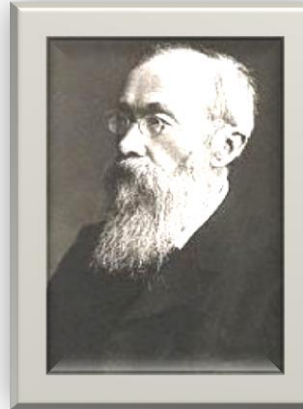
- Philosophy
  - Plato – introspection, logic, and reason, rationalism
  - Aristotle – observation, gather evidence, empiricism
- Modern science (especially psychology) uses both
  - Develop theories & hypotheses (rationalism)
  - Test theories (empiricism)





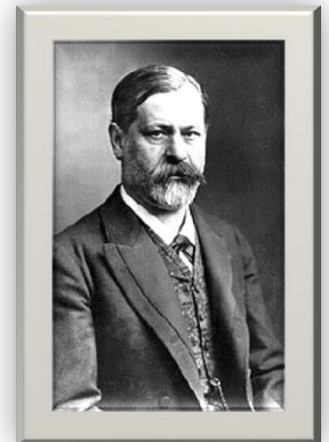
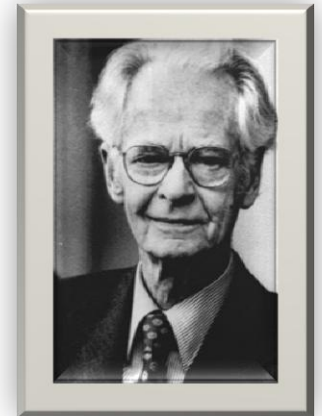
# Schools of Psychology

- Structuralism
  - Wilhelm Wundt “father of psychology”
  - First psychology lab 1879, Germany
  - Physiologist
  - Tichener: Immediate experiences are made up of elements (like chemistry)
  - Interested in structure of the mind
- Functionalism
  - Focus on function or purpose of processes
  - Darwin; William James (1890’s)
  - What is adaptive value of our behaviors
  - e.g. Why do we have memory?



# Schools of Psychology

- Behaviorism
  - Self-observation is unreliable
  - Watson (early 1900's); Skinner
  - Science requires objectivity
  - Emphasis on observable behaviors
- Clinical Psychology
  - 400 different approaches
  - Psychodynamic (Freud – early 1900's)
    - Physical problems have psychological origin
  - Humanistic (Rogers – mid 1900's)
    - Humans strive for fullest potential

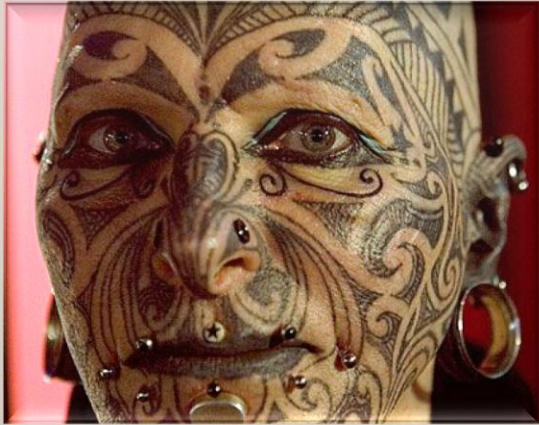


# Modern Perspectives

- Biological Perspective
  - Brain function
  - Biochemical activity
  - Evolutionary psychology
- Behavioral Perspective
  - Source of behavior from environment
  - Influence of rewards and punishments
- Cognitive Perspective
  - Mental processes = thoughts, perceptions, and memories
  - Structuralism (components of thought)
  - Functionalism (adaptive purpose of thought)

# Tattoos

- Why do people get tattoos?
- What would each branch of psychology say about tattoos?
  - Biological
  - Behavioral/Learning
    - Cognitive
  - Social & personality
    - Clinical



# Modern Perspectives

- Sociocultural Perspective
  - Influence of others and culture
  - How does our behavior depend on the society we belong to?
- Personality Perspective
  - Influence of traits or unique perspective of the environment
- Clinical Perspective
  - Focus on the behaviors and cognitions of people society believes to be “abnormal”

# Please join me for the



- Saturday, September 22nd
- @ Wofford football practice field entrance
- 9am register; *Walk from 10 – 10:30am*
- See my website for link to register to walk
- Bring a friend!