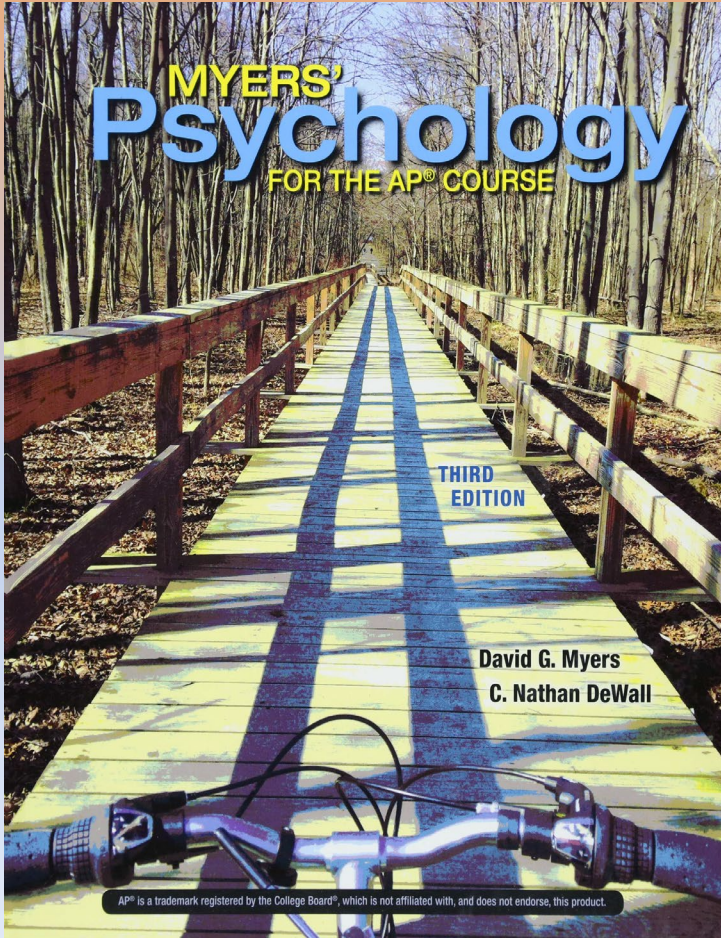


Myers' Psychology for AP*



UNIT 1

Psychology's History & Approaches

- Module 1- Psychology & History
- Module 2- Today's Psychology & Its Approaches
- Module 3- Subfields in Psychology

(p. 1-35 Myers 3Ed Text)

AP Psychology 12

Unit 1

Psychology's History and Approaches



- 1) Where did Psychology Start? Why?
- 2) How do we as Psychologists explain human behaviour?
- 3) What are the contemporary approaches (or points of view/perspectives) we use to try and explain behaviour? Which ones make most sense to you?

What is Psychology?

Psychology is the science of behaviour & mental processes.

The Main Goals of Psychology :

- 1) To **DESCRIBE** how people & animals behave
- 2) To **UNDERSTAND** & explain the causes of behaviour
- 3) To **PREDICT** how people & animals will behave under certain conditions
- 4) To **CONTROL or INFLUENCE** behaviour through knowledge and control of causes



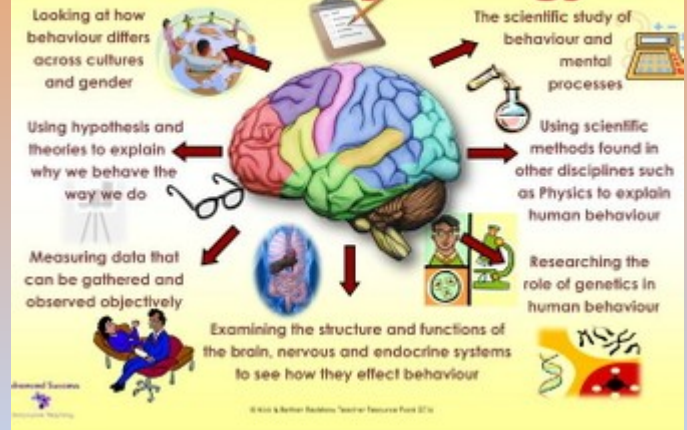
What is Psychology?

- The scientific study of behavior and mental processes
 - *since it is a science, all research in psychology is based on the scientific method*
- Originated from the fields of **biology** and **philosophy**

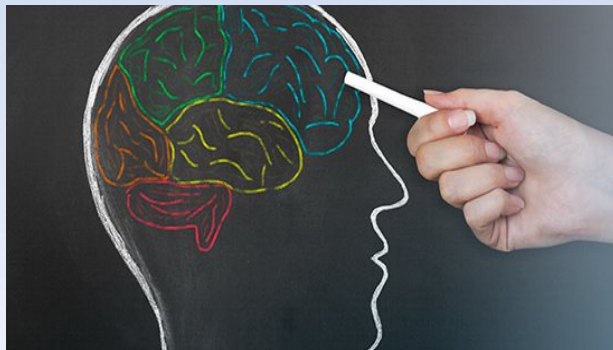


- Psychiatrists **CAN** prescribe medication; psychologists **CANNOT**
 - *since the early 2000s, some states have begun allowing psychologists to prescribe mental-health-related drugs, but this is relatively rare*

What is Psychology?



WHAT IS PSYCHOLOGY



"It's the study of the human mind and behaviour"

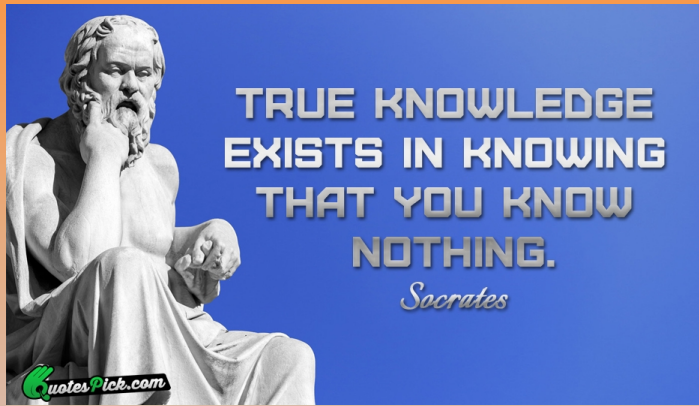


Psychology seeks to understand our thoughts, feelings & actions



Example:

Using the colour green to market eco-friendly products is an application of psychology



Psychology's Roots

Prescientific Psychology

Why people act & think the way they do has been thought about for a long time..

- Egyptians, India, China, Buddhists, Greeks...
 - Socrates & Plato: the mind is separate from the body & knowledge is born within us. Knowledge is innate.
 - Aristotle: Knowledge is NOT pre-existing. He collected data through careful observations & believed knowledge grows from experiences and memories.

= **ANCIENT PHILOSOPHY**

Psychology's Roots

Prescientific Psychology

RENAISSANCE ENLIGHTENMENT:

- Rene Descartes
- Francis Bacon
- John Locke
 - Tabula Rasa
(blank slate)

- Empiricism



= MODERN BIOLOGY

Psychology as a Science- 1879

- Critical Thinking & the Scientific Attitude

Ancient Philosophies & Renaissance Biology

= MODERN BIOLOGY



Psychology's Roots

Psychological Science is Born

- **Wilhelm Wundt (1879)**
 - University of Leipzig:
1st Psychological Experiment EVER
 - Reaction time experiment.. Testing the 'atoms of the mind'



After 1879...

Two Schools of Thought Emerged

How to study human behaviour??

- 1) Structuralism
- 2) Functionalism



Scientists had to keep an open mind. Do the facts support the evidence or are they just making it up?

Three Basic Attitudes helped make modern science possible:

- 1) **Curiosity**- does it work? Can it be tested & confirmed?
- 2) **Skepticism**- what do you mean? How do you know?
- 3) **Humility**- be willing to be surprised, & follow new ideas

Psychology's Roots

Thinking About the Mind's Structure

- Edward Titchener

- Structuralism

An early school of psychology that used **introspection** to explore the structural elements of the human mind.



Psychology's Roots

Thinking About the Mind's Function

- **William James**

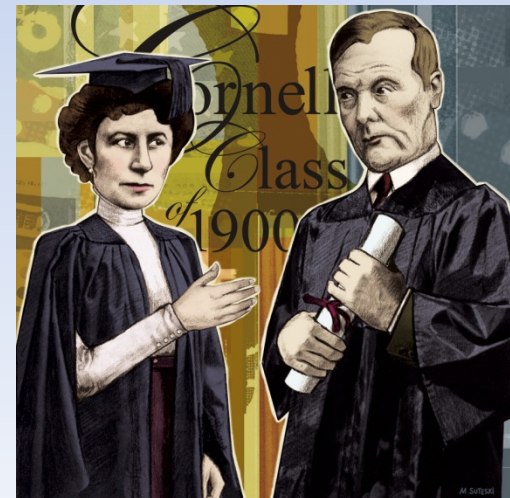
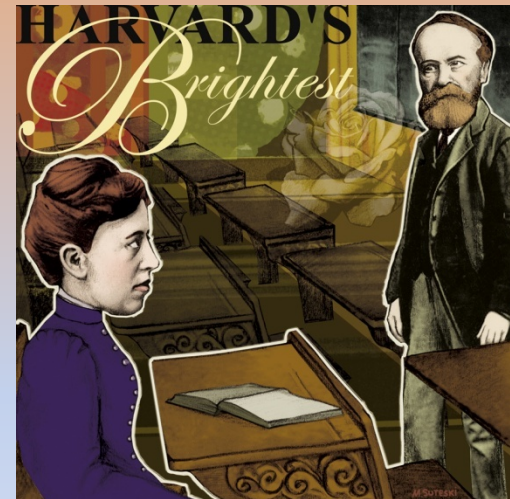
- Functionalism

- a school of psychology that focused on how our mental and behavioral processes function – how they enable us to adapt, survive, and flourish.

- Mary Calkins

- Margaret Floy Washburn

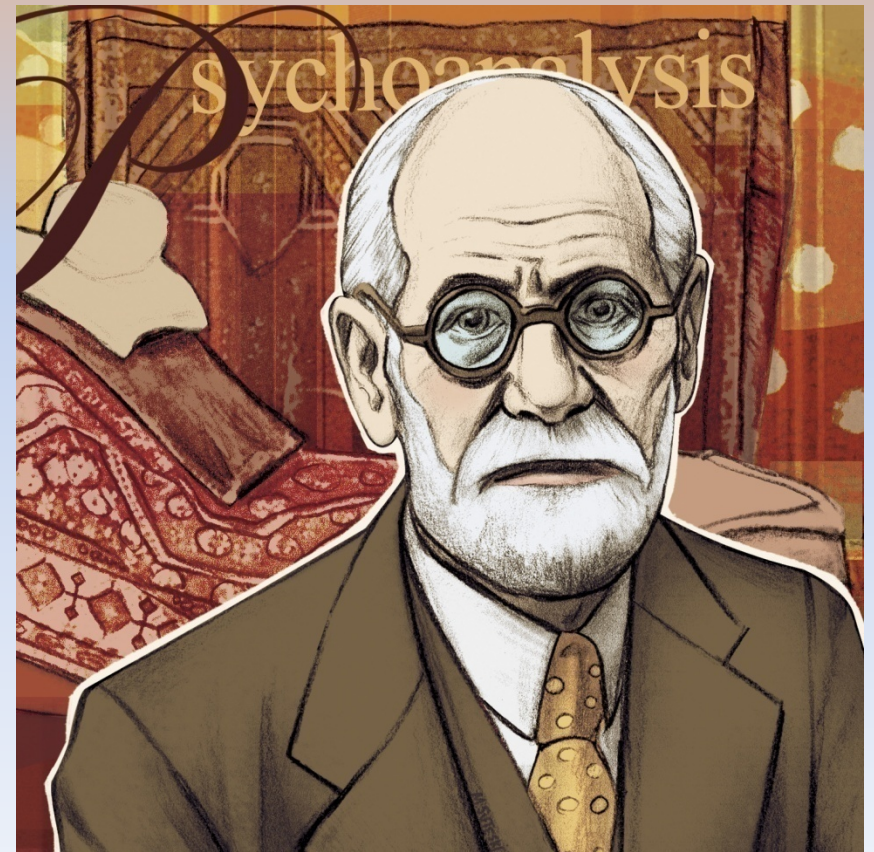
- Experimental psychology



Psychological Science Develops

- **Sigmund Freud – 1900**

dream theory, unconscious, personality, psychodynamic theory



Psychological Science Develops

- Behaviorism
 - John B. Watson
 - B.F. Skinner
 - Thorndike
 - ***“study of observable behavior”***



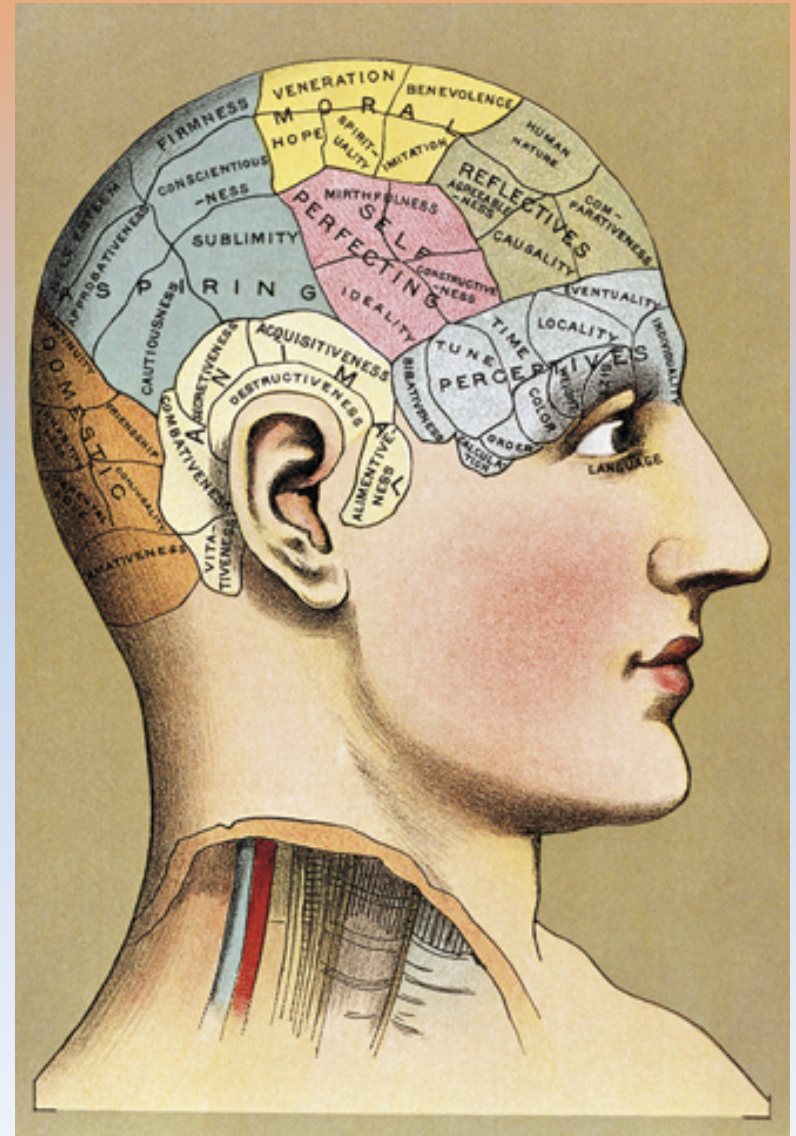
Psychological Science Develops

- Humanistic psychology
 - Carl Rogers
 - Abraham Maslow
- Cognitive Neuroscience



Psychological Science Develops

- Psychology
 - Science
 - Behavior
 - Mental processes



Contemporary Psychology

2020



Psychology's Biggest Question

- Nature – Nurture Issue
 - Biology versus experience
 - History
 - Greeks
 - Rene Descartes
 - Charles Darwin
 - Natural selection



Psychology's Three Main Levels of Analysis

Biological influences:

- natural selection of adaptive traits
- genetic predispositions responding to environment
- brain mechanisms
- hormonal influences

Psychological influences:

- learned fears and other learned expectations
- emotional responses
- cognitive processing and perceptual interpretations

Behavior or mental process

Social-cultural influences:

- presence of others
- cultural, societal, and family expectations
- peer and other group influences
- compelling models (such as in the media)

Psychological Approaches/Perspectives

- Biological psychology
- Evolutionary psychology
- Psychodynamic psychology
- Behavioral psychology
- Cognitive psychology
- Humanistic psychology
- Social-cultural psychology

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Biological

How the body and brain enable emotions, memories, and sensory experiences; how genes combine with environment to influence individual differences

Evolutionary

How the natural selection of traits promoted the survival of genes

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Biological

How the body and brain enable emotions, memories, and sensory experiences; how genes combine with environment to influence individual differences

Evolutionary

How the natural selection of traits promoted the survival of genes

Psychodynamic

How behavior springs from unconscious drives and conflicts

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach	Focus
Behavioral	How we learn observable responses
Cognitive	How we encode, process, store, and retrieve information

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Behavioral

How we learn observable responses

Cognitive

How we encode, process, store, and retrieve information

Humanistic

How we meet our needs for love and acceptance and achieve self-fulfillment

Psychological Approaches/Perspectives

PSYCHOLOGY'S APPROACHES

Approach

Focus

Behavioral

How we learn observable responses

Cognitive

How we encode, process, store, and retrieve information

Humanistic

How we meet our needs for love and acceptance and achieve self-fulfillment

Social-cultural

How behavior and thinking vary across situations and cultures

Psychology's Subfields

- Psychometrics
- Basic Research
 - Developmental psychology
 - Educational psychology
 - Personality psychology
 - Social psychology



Psychology's Subfields

- Applied Research
 - Industrial/organizational psychology
 - Human factors psychology
 - Counseling psychology
 - Clinical psychology
 - Psychiatry

