Chapter One:
Introduction to Psychology
Psyche + Science = Psychology

Psyche:
- Aristotle used the term *psyche* to refer to the essence of life
- means “mind” in Greek
- emphasis on observation is basis for methods of contemporary science
Psyche + Science = Psychology (cont.)

Psychology:
- science of behavior and mental processes
  - behavior:
    - overt actions that others can directly observe
  - mental processes:
    private thoughts, emotions, feelings, and motives that cannot be directly observed
Psyche + Science = Psychology (cont.)

Goals of psychology:
- describe
- predict
- understand
- influence
Founding the Science of Psychology

Nature of conscious experience:

- structuralism:
  - Wilhelm Wundt
  - Edward Titchener:
    - basic elements of conscious experience
    - introspection
  - J. Henry Alston:
    - sensations of hot and cold
Founding the Science of Psychology (cont.)

![Diagram of a hand holding two intertwined tubes, one labeled "Warm water" and the other labeled "Cold water"]
Founding the Science of Psychology (cont.)

Nature of conscious experience (cont.):

- Gestalt psychology:
  - Max Wertheimer:
    - the whole is different from the sum of the parts
    - phi phenomenon
Founding the Science of Psychology (cont.)

Functions of the conscious mind:
- **functionalism:**
  - William James:
    - conscious mind helps us survive as a species
    - functions of the mind
Founding the Science of Psychology (cont.)

Functions of the conscious mind (cont.):
- studies of memory:
  - Hermann Ebbinghaus:
    - experiments called *nonsense syllables*
  - Mary Whiton Calkins:
    - *paired associates* method
Functions of the conscious mind (cont.):
- cognitive psychology:
  - perceiving, believing, thinking, remembering knowing, deciding, etc.
  - modern version of functionalism
  - influenced by Gestalt psychology
Behaviorism and social learning theory:

- behaviorism:
  - Ivan Pavlov:
    - classical conditioning
  - John B. Watson
- Margaret Floy Washburn
Founding the Science of Psychology (cont.)

Behaviorism and social learning theory (cont.):
- Social learning theory:
  - Albert Bandura:
    - Most important aspects of our behavior are learned from other persons in society
Founding the Science of Psychology (cont.)

Nature of the “unconscious mind”:

- psychoanalysis:
  - Sigmund Freud:
    - unconscious mind
    - emotional conflicts
    - motives:
      - sexual
      - aggressive
Founding the Science of Psychology (cont.)

Nature of the “Unconscious Mind” (cont.):

- humanistic psychology:
  - Abraham Maslow
  - Carl Rogers
  - Viktor Frankl:
    - self-concept
Founding the Science of Psychology (cont.)

Psychometrics:

- Alfred Binet:
  - measurement of mental functions
  - Stanford-Binet Intelligence Scale
Neuroscience perspective:
- structures of the brain that play roles in:
  - emotion
  - reasoning
  - speaking
  - other psychological processes
- heredity
Contemporary Perspectives and Specialty Areas in Psychology

Sociocultural perspective:
- derived from social anthropology
- cultural relativity
- diversity
Basic areas of modern psychology:

- biological psychology
- sensation and perception
- learning and memory
- cognition
- developmental psychology
- motivation and emotion
- personality
- social psychology
- sociocultural psychology
Contemporary Perspectives and Specialty Areas in Psychology (cont.)

Applied areas of modern psychology:

- clinical psychology
- counseling psychology
- educational and school psychology
- industrial and organizational psychology
- health psychology
Relationship between psychiatry and psychology:

- **psychiatrists:**
  - M.D.
  - can prescribe drugs

- **psychologists:**
  - Ph.D or Psy.D
  - not licensed to prescribe drugs in most states
What We Know about Human Behavior

– Human beings are biological creatures.
– Every person is different, yet each is much the same.
– People can be understood fully only in the context of their cultures and other social influences.
What We Know about Human Behavior (cont.)

- Human lives are a continuous process of change.
- Behavior is motivated.
- Humans are social animals.
- People play an active part in creating their experiences.
- Behavior can be adaptive or maladaptive.