

Mansfield University
Introductory Psychology
Chapter 1

Welcome to Psychology 101!!
Introductory Psychology

* Your Professor is:

Dr. Francis W. Craig

* B.A., University of Richmond, 1989

* M.A., Loyola -Maryland, 1994

- Clinical Psychology

* Ph.D., University of Tennessee, 1998

- Experimental Health Psychology
- "GO VOLTS"

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The Evolution of Psychology: Beginnings

* Psychology as a science

- Wilhelm Wundt (1879) Leipzig, Germany
 - ◆ blending philosophy and physiology
 - ◆ the scientific study of conscious experience

* Focus of Wundt's Psychology

- "Consciousness"- the awareness of immediate experience
 - ◆ e.g., vision, hearing, touch, taste, attention, emotion

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American Psychology: Forging a Different Trail

* American Openness to Psychology

- young universities and professors
- travel to Europe for Education
- less tradition bound than European Institutions

* First General Textbook of Psychology

- William James (1890), The Principles of Psychology

* 1883-1893: 24 American Psychology Labs

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Structuralism Vs. Functionalism

* Structuralism : (Wundt)

- ◆ Basic Science
- ◆ Influence of Chemistry and Physiology (elemental sciences)
- ◆ analyze consciousness into its basic parts (structure)
- ◆ “Introspection”: careful systematic self-observation of one’s conscious experience

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Structuralism Vs. Functionalism

➤ Functionalism: (W. James)

- ◆ Applied Science
- ◆ Influence of anthropology/evolutionary theory (Darwin’s Theory of Natural Selection)
 - all characteristics of a species serve a purpose
- ◆ investigate purpose/function/use of consciousness
- ◆ consciousness as a “flow”
- ◆ application of psychology
 - mental testing, cognitive development, athletic performance

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The Roots of Behaviorism: Pavlov

- * Behaviorism- the scientific study of behavior
- * Ivan Pavlov- Learning behavior in animals
 - Behavior = an association between an event (stimulus) & subsequent behavior (response).
 - Strong emphasis of scientific method
 - maximize control of research condition and verifiability
 - Animal Research Popular (Dogs, Rats, Chickens)
 - Behaviorism- *Stimulus-Response* Psychology
 - ◆ Stimulus- any detectable input from the environment (plural= Stimuli)

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The Evolution of Behaviorism in the U.S.: Watson

- * John Watson
 - ◆ Psychology as a Behaviorist Views It (1913)
 - ◆ Behavior: any overt (observable) response or activity by an organism
 - ◆ verifiability, objective observation,
 - ◆ Psychology is the scientific study of observable behavior. (“The Science of Behavior”)

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Watsonian Behaviorism

“Give me a dozen healthy infants, well-formed, and my own special world to bring them up in and I’ll guarantee to take any one at random and train him to become any type of specialist, I might select- doctor, lawyer, artist, merchant-chief, and yes even beggarman and thief regardless of his talents, penchants, tendencies, abilities, vocations and race of his ancestors. I am going beyond my facts and I admit it, but so have the advocates of the contrary and they have been doing from many thousands of years” (John Watson)

(cf. Weiten, p.8)

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Watsonian Behaviorism

- * The Ripple of Watsonian Behaviorism
 - implications for Wundtian Structuralism, Jamesian Applied Psychology and “Mental Processes Study
- * John Locke- “tabula rasa”
- * Nature Vs. Nurture~~ NURTURE!!!
 - ◆ Behavior governed entirely by the environment
 - ◆ What does this mean to you and I
 - ◆ Why may have this been so appealing in the United States?

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Psychologists of Europe Go Their Own Way

- * European Psychologist Goes their Own Way Against Wundt and Watson.
 - Gestalt Psychology- perception and conscious experience
 - ◆ Max Wertheimer says, “Hey Wihelm and JW, the whole is greater than the sum of its parts!”
 - Clinical Psychology- The Role of the “Unconscious”! !

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Evolution of Psychology: Sigmund Freud

- * Sigmund Freud
 - Interest in mental disorders
 - ◆ irrational fears, anxiety, obsessions
 - ◆ “The Talking Cure”
- * Psychoanalytic Theory: explanation of personality motivation and mental disorders by focusing on unconscious determinants of behavior.
 - ◆ *The Unconscious*- “area” that contains thoughts memories and desires that are below the surface of conscious awareness but that nonetheless exert great influence on behavior.

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Ripple of Psychoanalytic Theory

- * What was new and disturbing about Freud’s theory?
 - Personality, Motivation, and Abnormal Behavior as topic areas.
 - Not always in control of our own minds
 - Deeply influenced by sexual drives
 - Not observable!!~
 - ◆ “if conscious behavior was inaccessible to scientific observation, you can imagine how they felt about trying to study unconscious behavior” (Weiten, p.9)

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Rebirth of Behaviorism in the U.S. (1940's)

- * B.F. Skinner- Radical Behaviorism
 - ☛ “All behavior is fully governed by external stimuli, therefore, *free will is an illusion.*”
 - ☛ “Organisms tend to repeat responses that lead to positive outcomes, and they tend not to repeats response that lead to neutral or negatives outcomes.”

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Other Schools of Psychology: Humanism

- * Humanistic Psychology (C. Rogers, 1950's)
 - ☛ School of thought that emphasizes the unique qualities of humans especially their freedoms and their potential for personal growth
- * P/A, and Behavioristic Ψ s = dehumanizing
 - ☛ focus on primitive urges
 - ☛ animal research
 - ☛ simple behaviors

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Humanistic Psychology

- * Human behavior governed largely by one's “sense of self” (self-concept)
- * Basic human need to evolve and fulfill one's potential.
 - ☛ “Movement toward Self-Actualization”

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Evolution of Psychology: Professional Psychology

- * Growth of Professional Psychology
 - 1920's- Clinical Psychology and WWI
 - ◆ mental testing for military
 - 1940's- Clinical Psychology Evolves
 - ◆ mental testing
 - ◆ treatment of traumatized soldiers
 - ◆ VA hospital system set up for 40,000 soldiers suffering post-war psychological problems.

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Evolution of Psychology: Recent Perspectives

- * Cognitive Psychology (mid-1950's)
 - emphasis on the comprehension of behavior and experience understanding how people acquire, store, and process information.
 - ◆ cognition- the mental process involves in acquiring information
 - mental images important in things like decision making, reasoning, and problem solving
 - ◆ computer driven???

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Evolution of Psychology: Recent Perspectives

- * Biological Psychology (1950's)
 - much of an organism's functioning can be explained in terms of bodily structures and biochemical processes that underlie behavior
 - ◆ primary nature of the brain in behavior and experience
 - electrical stimulation of the brain

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The Evolution of Psychology: Multicultural

- * Multicultural Perspective (1970's)
 - ☛ nature of culture thought to be a powerful influence on human experience and behavior.
 - ◆ e.g., Western Vs. Eastern Cultures
- * Advance of Multicultural Perspective
 - ☛ Generalization important in Science
 - ☛ Advances in communication
 - ☛ Greater Ethnicity in Western World
 - ☛ Success of women's and civil rights movement

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Who Studies Psychology?

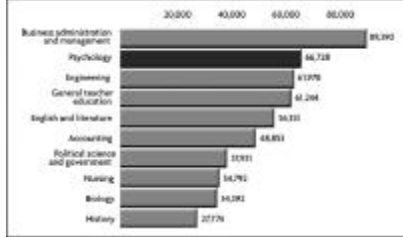


Figure 1.6
Leading college majors. This list shows the ten most popular undergraduate majors in the United States, based on the number of bachelor's degrees awarded in 1992-1993. As you can see, psychology ranked second only to business administration and management in the number of degrees awarded. (Data from U.S. Department of Education, National Center for Education Statistics, 1995)

What are the Professional Sub-specialties in Psychology?

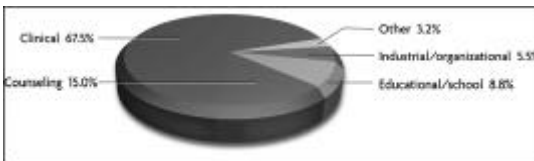


Figure 1.9
Principal professional specialties in contemporary psychology. Most psychologists who deliver professional services to the public specialize in one of the four areas described here. The figures in the pie chart reflect the percentage APA members delivering professional services who identify each area as their chief specialty. (Data based on 1997 APA Directory Survey)
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Where are Psychologists Employed & What Do They Do?

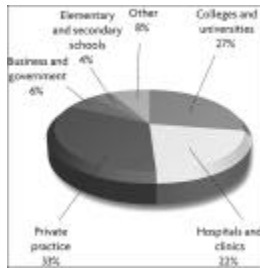


Figure 1.7 Employment of psychologists by setting. The work settings in which psychologists are employed have become quite diverse. Survey data on the primary employment setting of APA members indicate that one-third are in private practice (compared to 12% in 1976) and only 27% work in colleges and universities (compared to 47% in 1976). These data may slightly underestimate the percentage of psychologists in academia, given the new competition between APA and APS to represent research psychologists. (Data based on 1997 APA)

What are Areas that Psychologists Research?

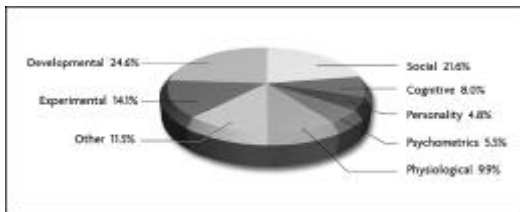


Figure 1.8 Major research areas in contemporary psychology. Most research psychologists specialize in one of the seven broad areas described here. The figures in the pie chart reflect the percentage of academic and research psychologists belonging to APA who identify each area as their primary interest. (Data based on 1997 APA Directory Survey)

Psychology Today

* Psychology as a Science: Common Themes

- * **Theme 1:** Psychology is empirical
 - ◆ Empiricism- knowledge derived by observation (of varying degrees of rigor)
 - ◆ Skepticism- “Where the beef”?
- * **Theme 2:** Psychology is Theoretically Diverse
 - ◆ “Why do we have so many competing theories and models in psychology?”
- * **Theme 3:** Psychology evolves in a “sociohistorical context” (not in a cultural vacuum)
 - ◆ “zeitgeist”-- Victorian era- Freud ; WWII- clinical psychology

Psychology Today

* Psychological **Subject Matter**: Common Themes

- ☛ **Theme 1**: Behavior is determined “multifactorily”.
- ☛ **Theme 2**: Behavior is shaped by cultural heritage.
- ☛ **Theme 3**: Heredity and Environment jointly influence behavior.
- ☛ **Theme 4**: Our experience of the world is highly subjective.

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The Evolution of Psychology

* Psychology: The scientific study of the dimensions of human experience and behavior.

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The Evolution of Psychology

* Time Line Review~~~

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Timeline

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Major and/or Influential Period	Principal Contributors	Subject Matter	Key Points
Midwest (1870-present)	John B. Watson Burrhus F. Skinner S. S. Stevens	Effects of environment on the development of behavior and animals	Only observable events (stimulus response relations) can be studied scientifically
Psychoanalysis (1900-present)	Sigmund Freud Carl Jung Albert Ellis	Unconscious determinants of behavior	Unconscious motives and experiences in early childhood govern personality and mental disorders
Humanistic (1950-present)	Carl Rogers Abraham Maslow	Upper aspects of human experience	Human can free, rational being with the potential for personal growth and they are fundamentally different from animals
Cognitive (1950-present)	Jean Piaget Noam Chomsky Herbert A. Simon	Thoughts, mental processes	Human behavior cannot be fully understood without examining how people acquire, store, and process information
Biological (1950-present)	Walter Dill Roger Sperry David Hubel Torsten Wiesel	Physiological basis of behavior in humans and animals	All organisms functioning can be explained in terms of the body structure and biochemical processes that control behavior
Evolutionary (1960s-present)	David Buss Roger Wilson John Tooby Lisa Trope	Evolutionary basis of behavior in humans and animals	Behavior patterns have evolved to solve adaptive problems; natural selection favors behaviors that enhance reproductive success

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