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Chapter 1

The Evolution of Psychology

Psychology: A New Science Is Born

- Psychological questions from the disciplines of 1 and 1 which are considered psychology's "intellectual parents".
- In 3 (YEAR), Wundt established the first formal laboratory for research in psychology at the University of Leipzig in Germany. Historians recognize the year as psychology's "date of birth." Prior to that year psychology did not exist as an independent field of study
- 4 (Last Name Only) thought that that psychology should be modeled on the scientific methods of physics/chemistry in order to explore philosophical questions such as the nature of 5 - the awareness of immediate experience.

Psychology Goes International

- Between 1883 and 1893, 23 new psychological laboratories sprang up in the U.S. and Canada (North America).
- Thus, for Wundt's students, psychology was the 6 study of conscious experience (e.g., taste, vision smell, memory, reaction time etc). After working for Wundt his students dispersed across Germany and America.
- Wundt demanded that the methods used to investigate the mind be as scientific as those of chemists or 7.
- While psychology was born in Germany, its period of "adolescence" began in 8 (location-2 words).

The First Intellectual Battle in Psychology in the U.S.: Titchener vs. James

- 2 major schools of thought engaged in the first great intellectual battle in psychology. The fight for 9 was led by [Edward Titchener](#), while the ideas of 10 were championed by [William James](#).
- The [Structuralists](#) believed that the “task of psychology” should be to analyze consciousness into its basic 11, just as physicists studied how matter was made up of basic particles.
- Titchener and his followers relied on 12, a process by which a person makes careful, systematic self-observations of one’s own [conscious experience](#).
- The [Functionalists](#) thought this missed the point. James and his thought psychology should be about investigating the function or 13 of consciousness, rather than its structure.
- [Functionalists were more interested in how people adapt their behaviors to the real world \(applied science\).](#)

Who Won the Battle?

- Probably the functionalists won the battle. Today, psychologists really aren't categorized as functionalists or structuralists.
- The practical orientation of functionalism fostered the development of the modern fields of applied psychology and 14 which are direct descendants of functionalism.
- Basically, the Battle of the "Schools" was only the prelude to numerous fundamental controversies in psychology

Psychoanalytic Theory: Primacy of the **Unconscious** Mind on Influencing Behavior

- 15 (last name) was an Austrian physician who founded psychoanalytic psychology. His theories grew out of his effort to treat mental disorders in his medical practice
- His work with his patients with psychological problems led him to believe that people are influenced by the 16 , that is, thoughts, memories, and desires that are below the surface of conscious awareness, but nonetheless exert great influence on behavior.

Psychoanalytic Theory: Controversy and Influence

- Freud also believed that unconscious conflict, particularly with regard to how people cope with 17 urges, greatly influences behavior.
- This was scandalous and offensive for several reasons.
 - First, if we are influenced by forces we are not aware of, how can we be masters of our own minds? Where does free will come in?
 - Second, in an era of sexual repression, the emphasis on sexuality was quite upsetting to many people.
- The controversial nature of Freud's theory was resisted in the field of psychology. His ideas were gradually won acceptance attracting prominent followers such as Carl 18 and Alfred Adler.
- Despite of (or maybe even because of) the controversy, Freud's ideas moved into the mainstream of public and academic thinking, influencing ideas in psychology, medicine, art, and literature.

Behaviorism: Goodbye to Consciousness Watson Alters Psychology's Course

- In the early 1900's that was the next major school of thought, 19, dramatically altered the course of psychology and set the stage for the next battle
- **Behavior**, according to the first behaviorists, refers to an overt (observable) response or activity of an organism
- 20 (1878-1958) (last name) founded the behaviorist school of thought
- Basic Premise of Behaviorism: Scientific psychology should only study 21 (2 words).
- Watson proposed that psychologist should abandon the study of consciousness and have a science of behavior.

Doctor, Lawyer, Beggar-man, Thief: Watson and the Nature-Nurture Debate

- Watson's ideas radically changed the landscape of psychology
- Watson not only proposed that psychology abandon the study of consciousness, but he also took an extreme stand on one of the oldest questions in psychology...Are we who we are because of nature or 22?
- Watson argued strongly for nurture: famous quote..“Give me a dozen healthy 23, 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 24 I might select – doctor, lawyer, artist, merchant-chief, and yes, even beggar-man and thief...” While this really oversimplified his stance, his writings did contribute to the strong environmental slant associated with the behaviorist school of thought
- Thus Watson argued that each is person is “made” not born.
- Behaviorism contributed to the rise of 25 research in psychology. Having deleted the study of consciousness from research in psychology, many psychologists thought animals would make better, more controllable research subjects.

Behaviorism Revisited: Skinner's **Radical Behaviorism** and the Questioning of "Free Will"

- 26 (last name) championed a return to the strict focus on **OBSERVABLE behavior (stimulus-response)**. He didn't deny that mental events exist, just that they could not be studied scientifically and are therefore outside the realm of the science of psychology.
- The fundamental principle of radical behaviorism is that organisms tend to repeat responses that lead to 27 outcomes, and not repeat responses that lead to neutral or 28 outcomes.
- **Skinner** trained animals using this principle with much success; later, his followers showed that it also works with human.
- He stirred controversy in when he published his book, Beyond Freedom and Dignity, where he asserted that **behavior is fully governed by external stimuli**. We are all controlled by our environments, not ourselves...**free will** is an 29

Opposition to Psychoanalytic Theory and Behaviorism: Humanists Revolt

- While Behaviorism and Psychoanalytic theory dominated psychology, many people had a hard time believing that people are not masters of their own fate.
- The anti-Freud/Skinner crowd formed a loose alliance that eventually became a new school of thought called “30” led by Abraham Maslow and Carl Rogers.
- Humanism focused on the 31 qualities of humans, especially free will and the potential for personal growth...a very optimistic view of human nature as opposed to the psychoanalysts or behaviorists.
- Maslow and Rogers maintained that to fully understand human behavior, psychologists must take into account the human drive toward personal growth.

Cognition & Physiology: Psychology returns to its roots

- 32 involves thinking or conscious experience...the dominance of behaviorist thought significantly decreased with the advent of **cognitive psychology**.
- Major advances were made by cognitive researchers in the areas of memory, 33, and problem solving. This sparked a surge of interest in cognitive psychology by using new scientific methods (way beyond introspection) for studying cognitive processes.
- Cognitive psychologists argue that psychology must study 34 (3 words) to fully understand human behavior.
- Some argue the cognitive orientation is the dominant perspective in contemporary psychology.

The Biological/Physiological Basis of Behavior

- In the 1950's and 60's there were discoveries highlighting the interactions among mind, body and behavior. **Biological psychologists** are interested in interrelations among mind, body, and behavior
- **Advocates of the 35 perspective maintain that much of human and animal behavior can be explained in terms of the bodily structures and physiological processes that underlie an organisms behavior.**
- James Olds demonstrated that animals could be made to experience emotions such as pleasure and rage through **36** stimulation of the brain.
- Roger Sperry, in the 80's, demonstrated that the left and right halves of the **37** have specialized functions and each handle different types of mental tasks.

Contemporary Psychology: Including Cultural Diversity in Research

- Most researchers aim to identify general principles of behavior applicable to 38 humanity.
- Until recently, Western psychologists have paid little attention was paid to how well their theories or research might apply to non- 39 cultures, ethnic minorities, or women.
- In the late 80's, however, a movement toward incorporating **cultural factors** into research and theory emerged...this was in part due to sociopolitical forces (civil rights movement, women's movement, etc.), but most notably to **the advances in 40, travel and international trade**, as well as the increasingly **diverse multicultural make up** of the Western world.

Evolutionary Psychology: Functionalism Revisited

- A relatively recent development in psychology has been the emergence of **evolutionary psychology**. The basic idea behind evolutionary psychology was not new. James and the functionalists were heavily influenced by Darwin.
- The 60's and 70's brought breakthroughs in evolutionary biology that began to impact psychology in the late 80's.
- **Evolutionary psychology** examines behavioral processes in terms of their 41 value for members of species over the course of many generations. The basic premise is that natural selection favors behaviors that enhance organism's 42 success—they can pass their genes on to future generations.

Psychology Moves in a Positive Direction

- Most recently a new initiative in psychology has emerged which aims to shift the focus of psychology away from only repairing the worst things in life to also building positive qualities.
- Positive psychology uses theory and research to better understand the positive adaptive, creative and fulfilling aspects of human existence.
- Areas of study include positive emotions, love, gratitude, courage, kindness and building supportive communities.

Psychology Today: Vigorous & Diversified

- Psychology is the science that studies behavior and the physiological and cognitive processes that underlie it, and it is the profession that applies the accumulated knowledge of this science to practical problems.
- The 43 (#) major research areas in psychology are: developmental, 44, educational, health, experimental, physiological, cognitive, personality, and psychometrics.
- Within 45 psychology , the four major areas of specialization are: clinical, counseling, educational/school & industrial/organizational.

Studying Psychology: Seven Unifying Themes

- Theme 1: Psychology is empirical. **Empiricism** is the premise that knowledge should be acquired through 46.
- Theme 2: Psychology is Theoretically Diverse. A **theory** is a system of interrelated ideas used to 47 a set of observations.
 - Psychology has many 48 points of view. Freud, for example, would explain behavior in different terms than would Skinner. There is no single theory that can provide a complete understanding therefore several theories can often provide a better understanding than one perspective alone. Therefore contemporary psychologists recognize 49 (2 words) is a strength rather than a weakness.
- Theme 3: Trends, issues and values in society influence psychology's evolution. **Therefore psychology develops in a 50 context**. For example, the rapid growth of clinical psychology was greatly influenced by the war-related surge in the demand for clinical services.
- Theme 4: 51 is determined by **multiple causes**...why will you make an A in psychology? Intelligence, study skills, memory, motivation?

Studying Psychology: Seven Organizing Themes (continued)

- Theme 5: **Cultural factors** shape behavior and influence our interpretations of behavior. Culture refers to the widely shared customs, 52, values, norms, 53, and other products of a community that are transmitted socially across generations.
- Theme 6: 54 and environment jointly 55 behavior ...it's not nature or nurture, but the impact of nurture on nature/ vice versa.
- Theme 7: Our individual motives and expectations influence people's experiences, therefore it can be said that our experience of the world is highly 56.