

Psychology

Chapter 1 INTRODUCTION TO PSYCHOLOGY

PowerPoint Image Slideshow

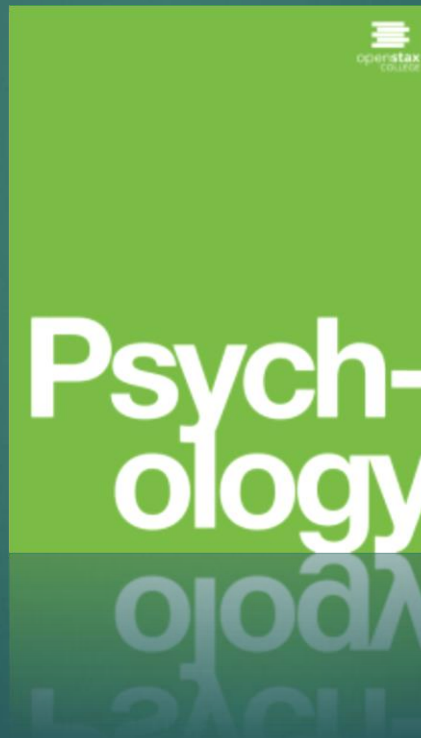


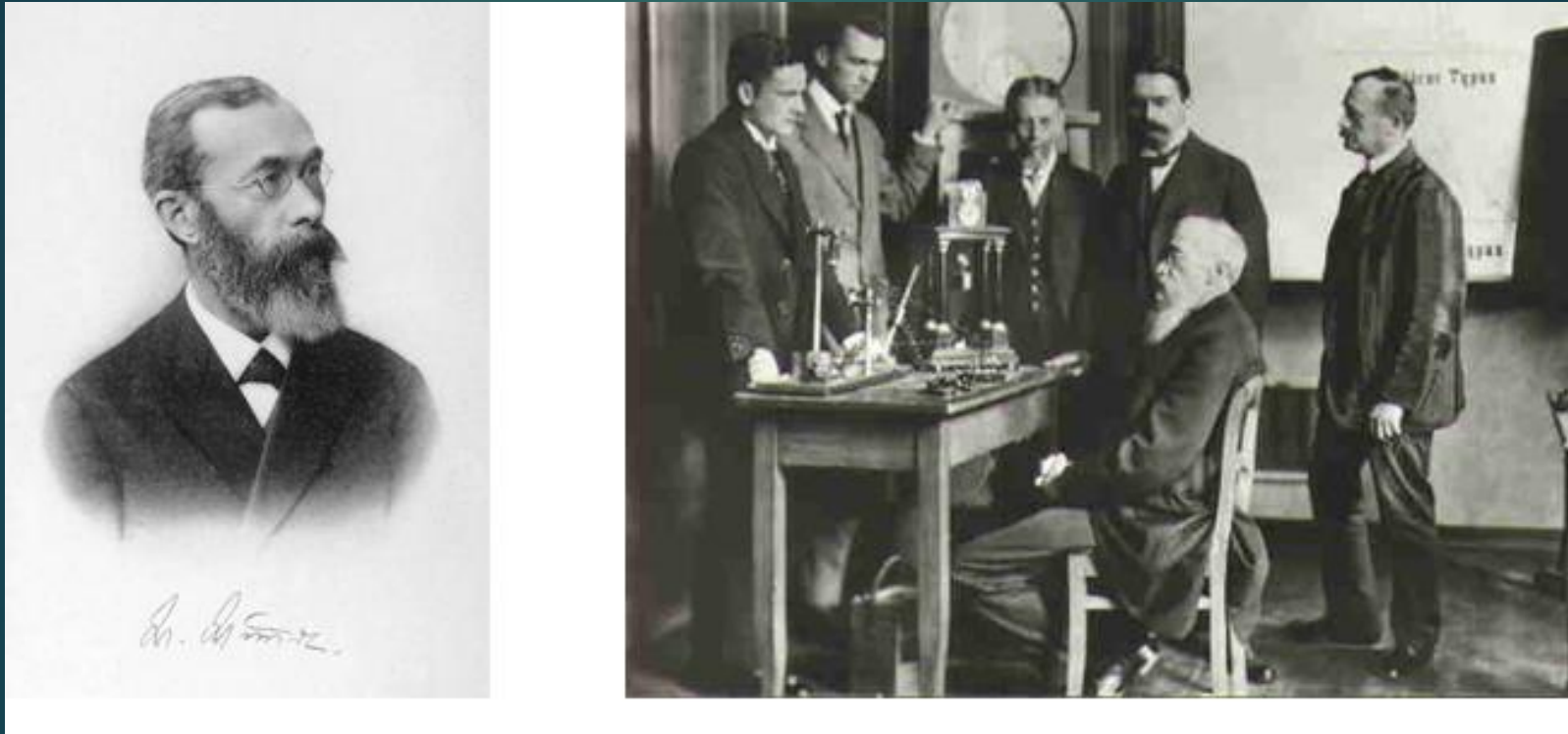
Figure 1.1



- Psychology is the scientific study of mind and behavior. (credit "background": modification of work by Nattachai Noogure; credit "top left": modification of work by U.S. Navy; credit "top middle-left": modification of work by Peter Shanks; credit "top middle-right": modification of work by "devinf"/Flickr; credit "top right": modification of work by Alejandra Quintero Sinisterra; credit "bottom left": modification of work by Gabriel Rocha; credit "bottom middle-left": modification of work by Caleb Roenigk; credit "bottom middle-right": modification of work by Staffan Scherz; credit "bottom right": modification of work by Czech Provincial Reconstruction Team)

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Figure 1.3



- (a) Wilhelm Wundt is credited as one of the founders of psychology. He created the first laboratory for psychological research.
- (b) This photo shows him seated and surrounded by fellow researchers and equipment in his laboratory in Germany.

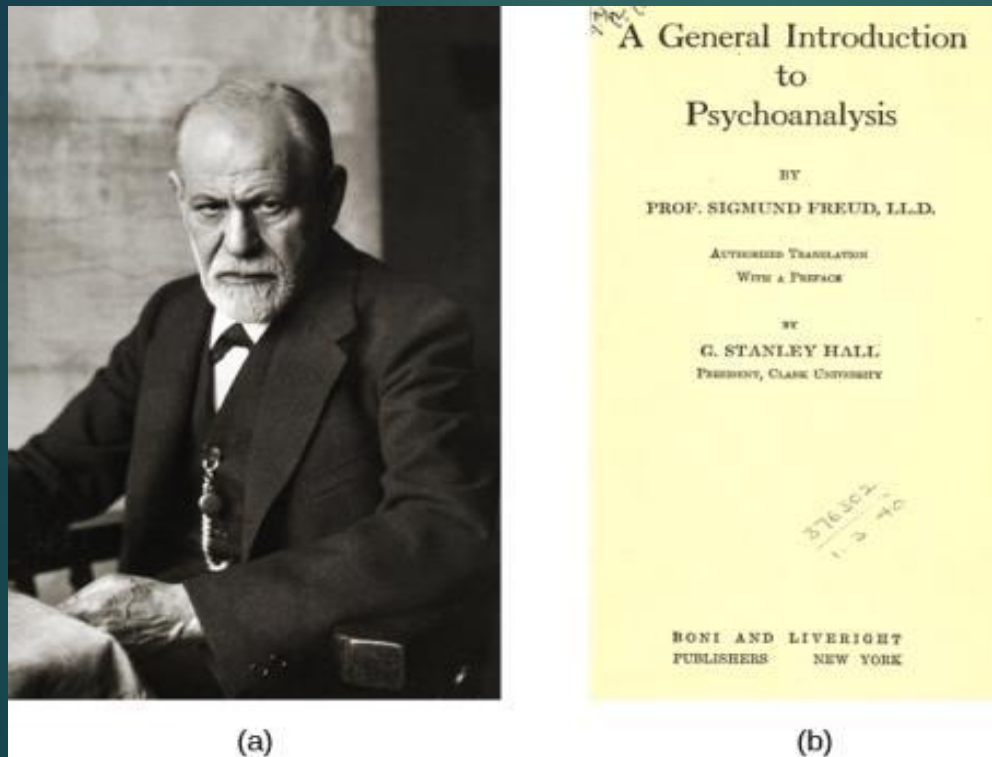
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Figure 1.4



- ▶ William James, shown here in a self-portrait, was the first American psychologist.
- ▶ Proposed a theory called functionalism.
- ▶ Functionalism was based on evolutionary theory.
- ▶ Humans have evolved consciousness as survival of the fittest.
- ▶ Functionalism inspired the behaviorist movement in psychology

Figure 1.5



- (a) Sigmund Freud was a highly influential figure in the history of psychology.
- (b) One of his many books, *A General Introduction to Psychoanalysis*, shared his ideas about psychoanalytical therapy; it was published in 1922.

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- ▶ John B. Watson is known as the father of behaviorism within psychology.
- ▶ Behaviorism was used the law of effect to explain behavior.
 - a) Behavior that is rewarded will increase
 - b) Behavior that is punished will decrease
- ▶ Behaviorism dominated the thinking in psychology for many decades.

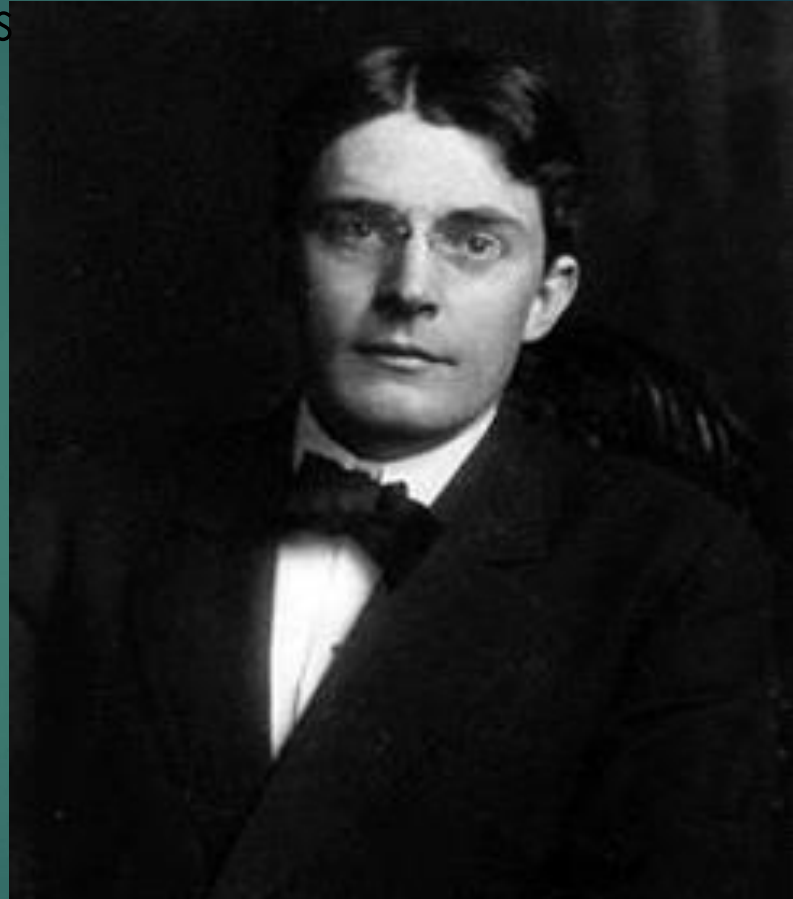
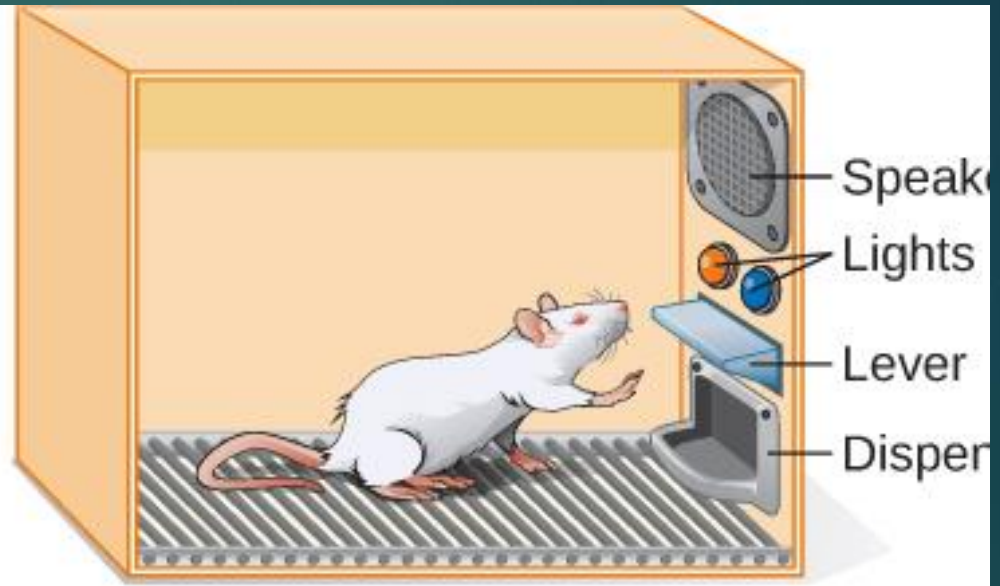


Figure 1.7



(a)

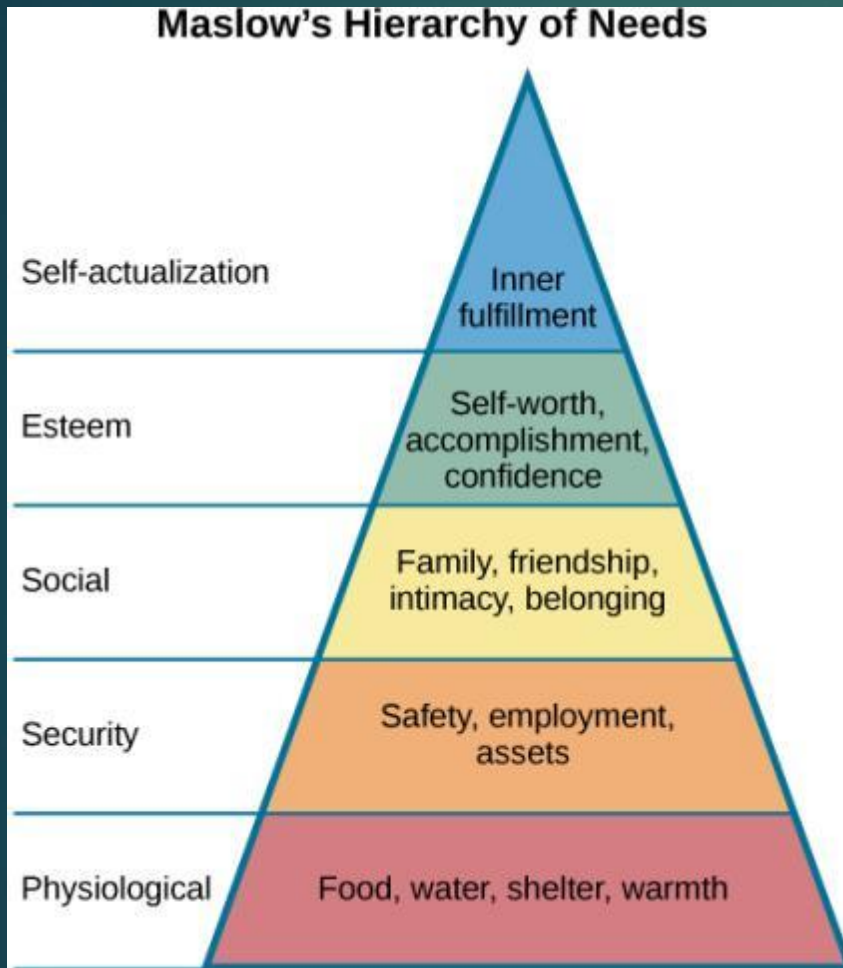


(b)

- (a) B. F. Skinner is famous for his research on operant conditioning.
- (b) Modified versions of the operant conditioning chamber, or Skinner box, are still widely used in research settings today. (credit a: modification of work by "Silly rabbit"/Wikimedia Commons)

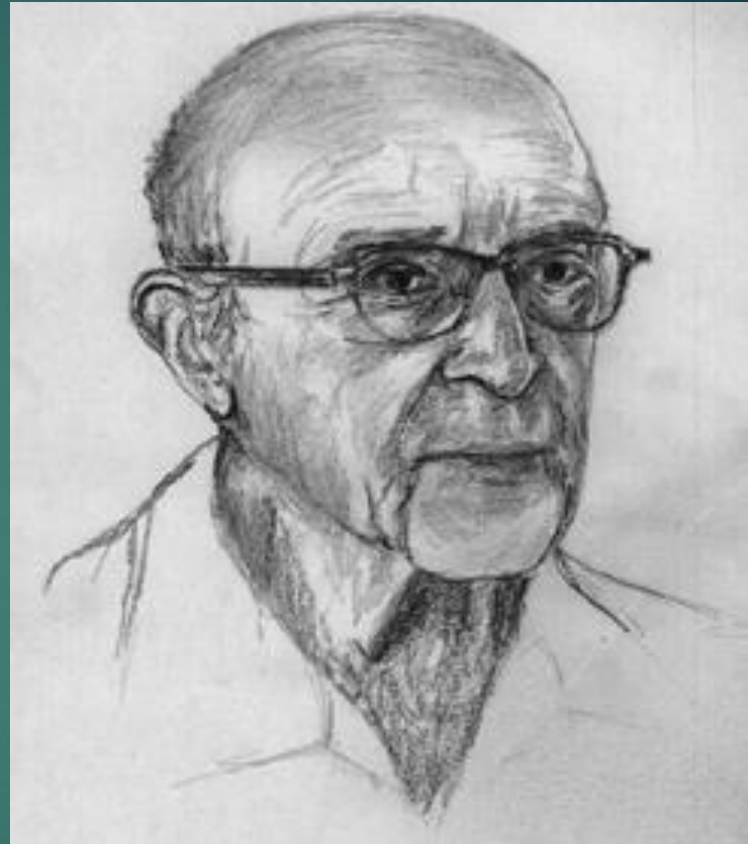
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Figure 1.8



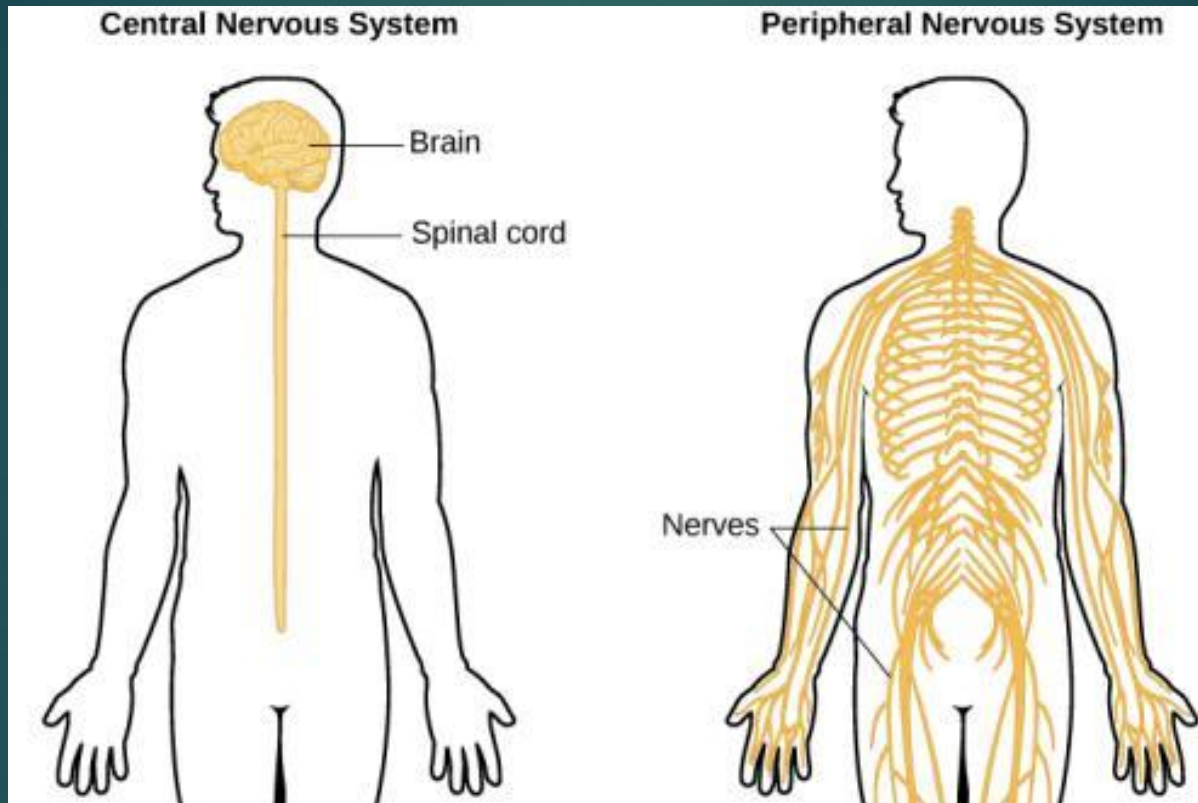
- ▶ Maslow's hierarchy of needs is shown.
 - a) Humanistic theory explains that needs are arranged in terms of importance
 - b) At the base of the hierarchy are the most important needs, the physiological needs.
 - c) At the tope of the hierarchy are the psychological needs.
 - d) Very few people reach self actualization.

- ▶ Carl Rogers, shown in this portrait, developed a client-centered therapy method that has been influential in clinical settings. (credit: "Didius"/Wikimedia Commons)
- ▶ Client centered therapy provides clients with unconditional positive regard.
- ▶ This thinking bridges the distance from the real self to the ideal self.



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Figure 1.11



- Biological psychologists study how the structure and function of the nervous system generate behavior.

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Figure 1.13



- ▶ Jean Piaget is famous for his theories regarding changes in cognitive ability that occur as we move from infancy to adulthood.
- ▶ Piaget did case studies of his own children to describe how thinking changes across childhood.
- ▶ Piagetian theory has four stages to explain cognition
 - a) Sensorimotor
 - b) Preoperational
 - c) Concrete Operations
 - d) Formal Operations

► OCEAN

a) Trait personality to explain differences among human personalities

► 5 dimensions

- a) Openness
- b) Conscientiousness
- c) Extraversion
- d) Agreeableness
- e) Neuroticism

► Each of the dimensions of the Five Factor model is shown in this figure. The provided description would describe someone who scored highly on that given dimension. Someone with a lower score on a given dimension could be described in opposite terms.

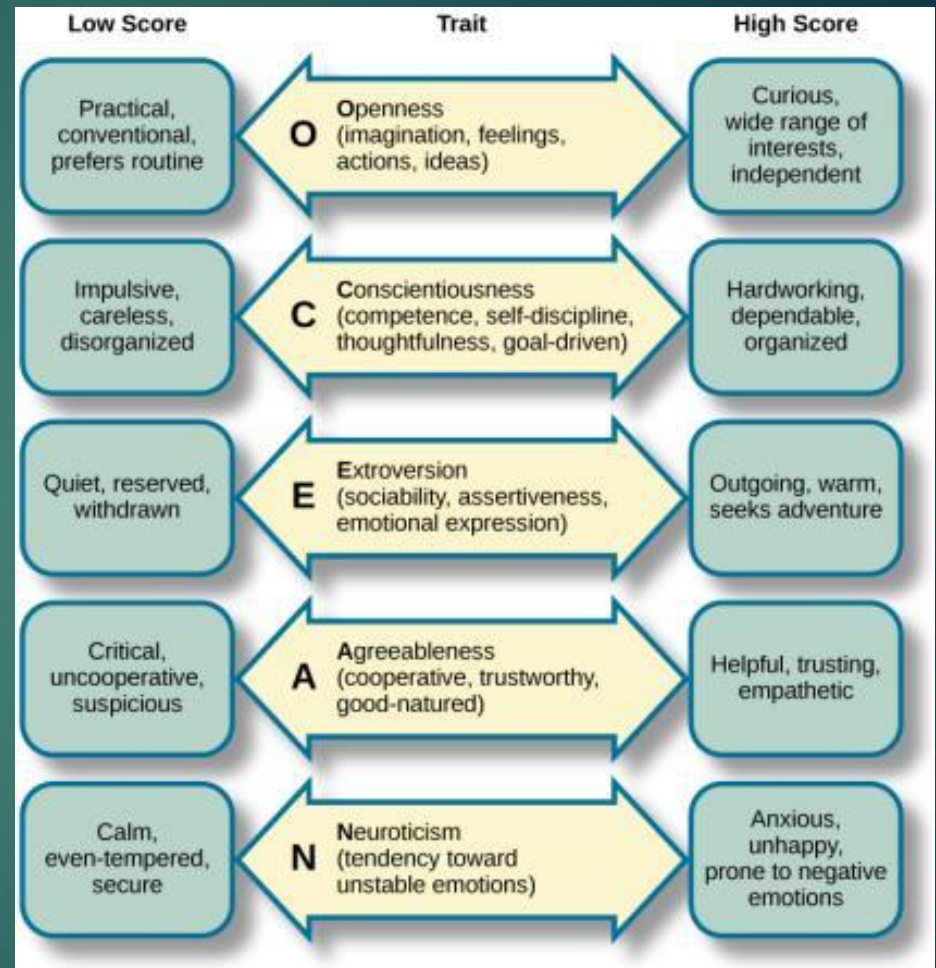


Figure 1.15

Public Announcement

**WE WILL PAY YOU \$4.00 FOR
ONE HOUR OF YOUR TIME**

Persons Needed for a Study of Memory

*We will pay five hundred New Haven men to help us complete a scientific study of memory and learning. The study is being done at Yale University.
*Each person who participates will be paid \$4.00 (plus 50c carfare) for approximately 1 hour's time. We need you for only one hour; there are no further obligations. You may choose the time you would like to come (evenings, weekdays, or weekends).

*No special training, education, or experience is needed. We want:

Factory workers	Businessmen	Construction workers
City employees	Clerks	Salespeople
Laborers	Professional people	White-collar workers
Barbers	Telephone workers	Others

All persons must be between the ages of 20 and 50. High school and college students cannot be used.
*If you meet these qualifications, fill out the coupon below and mail it now to Professor Stanley Milgram, Department of Psychology, Yale University, New Haven. You will be notified later of the specific time and place of the study. We reserve the right to decline any application.
*You will be paid \$4.00 (plus 50c carfare) as soon as you arrive at the laboratory.

TO:
PROF. STANLEY MILGRAM, DEPARTMENT OF PSYCHOLOGY,
YALE UNIVERSITY, NEW HAVEN, CONN. I want to take part in
this study of memory and learning. I am between the ages of 20 and
50. I will be paid \$4.00 (plus 50c carfare) if I participate.

NAME (Please Print).

ADDRESS

TELEPHONE NO. Best time to call you

AGE OCCUPATION SEX

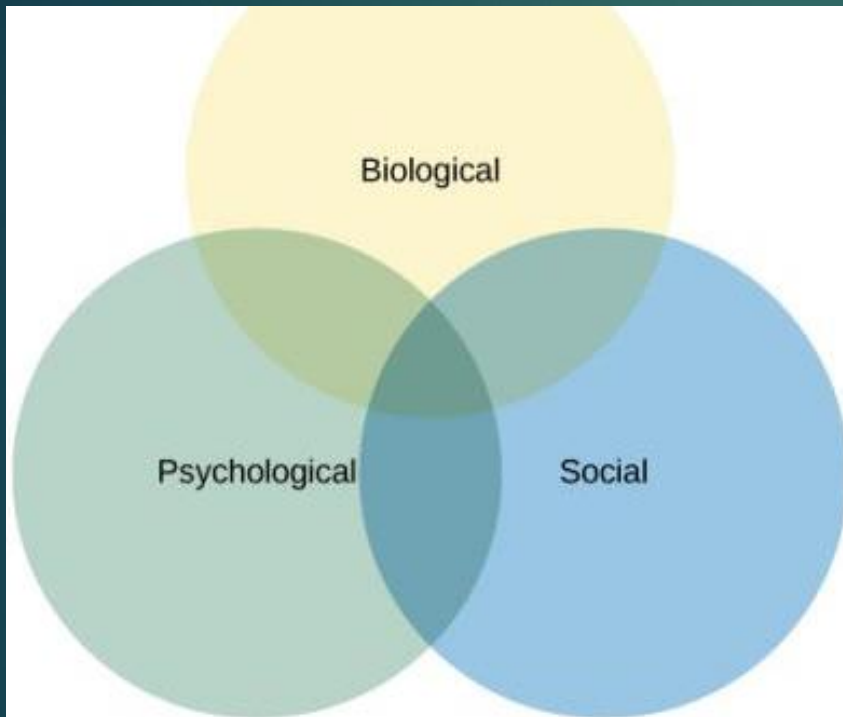
CAN YOU COME:

WEEKDAYS EVENINGS WEEKENDS

- ▶ Stanley Milgram's research demonstrated just how far people will go in obeying orders from an authority figure. This advertisement was used to recruit subjects for his research.
- ▶ Factors associated with obedience included
 - a) Respect for authority
 - b) Lack of Social comparison
 - c) Distance between people also known as buffers

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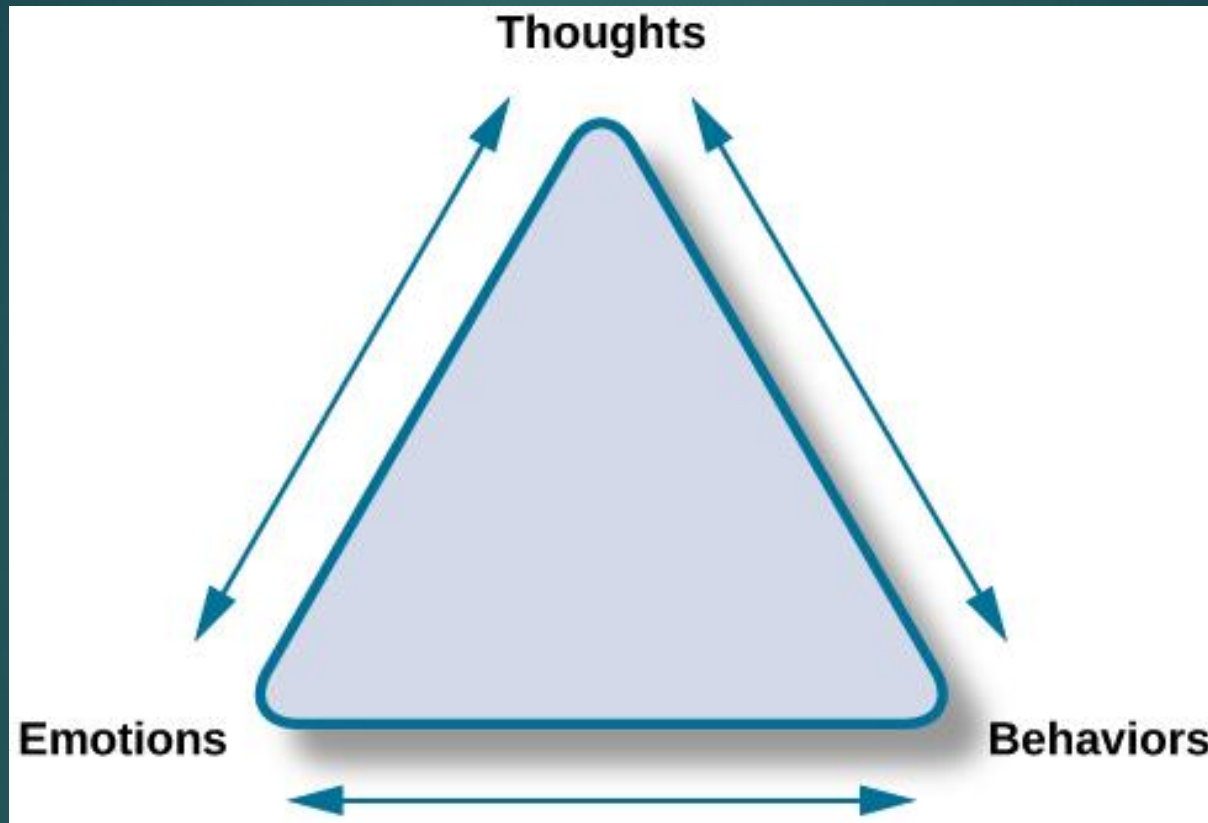
Figure 1.16



► The biopsychosocial model suggests that health/illness is determined by an interaction of these three factors.

- a) Biology – body and genetics
- b) Psychology – personality
- c) Social - relationships

Figure 1.17



- Cognitive-behavioral therapists take cognitive processes and behaviors into account when providing psychotherapy. This is one of several strategies that may be used by practicing clinical psychologists.

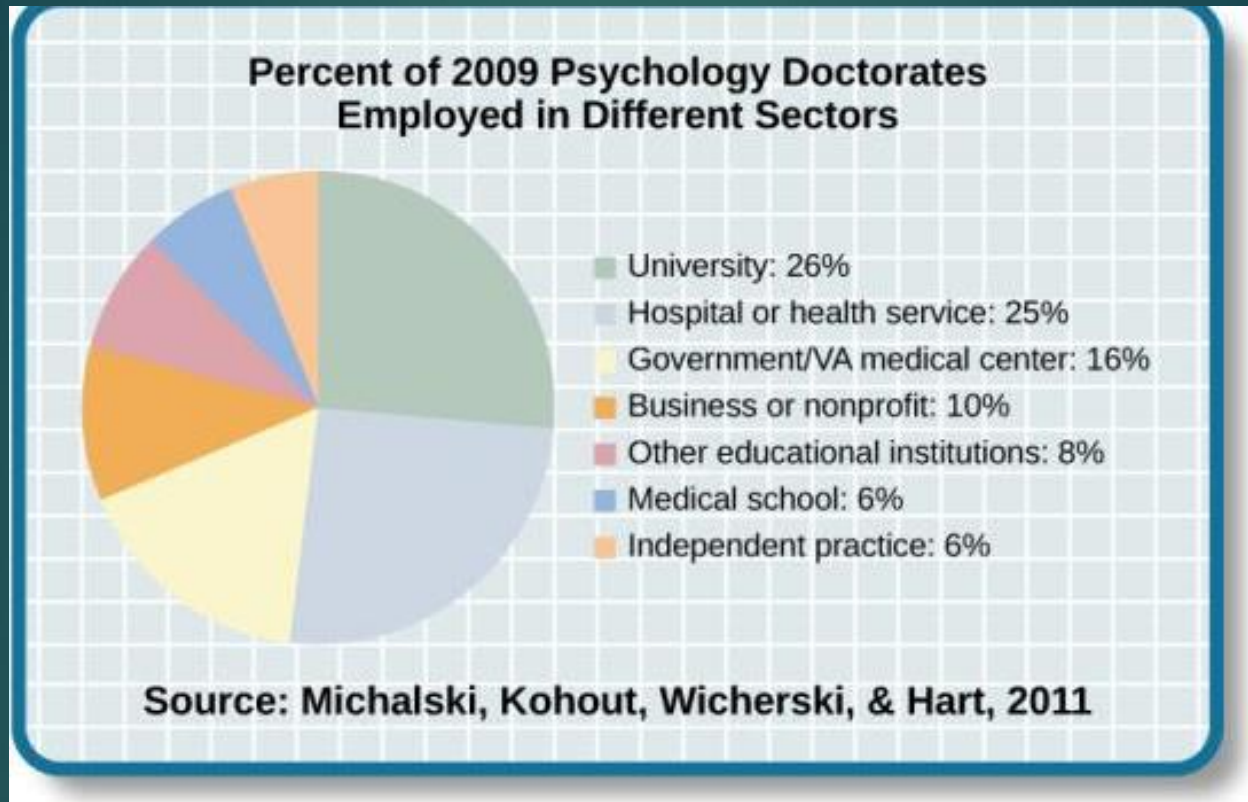
Figure 1.18



- Doctoral degrees are generally conferred in formal ceremonies involving special attire and rites. (credit: Public Affairs Office Fort Wainwright)

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Figure 1.19



- Individuals earning a PhD in psychology have a range of employment options.