

What is Psychology?

A Brief Introduction

Psychology Defined

- **Academic and applied discipline**
 - **Involves the scientific study of mental processes and behavior**
- **Psychologists study such phenomena as**
 - **Perception**
 - **Cognition**
 - **Emotion**
 - **Personality**
 - **Behavior**
 - **Interpersonal relationships**

Psychology Defined cont'

- Application of knowledge to various spheres of human activity
 - issues related to daily life—e.g. family, education, and work
 - the treatment of mental health problems

Four Goals

- Describe Behavior
- Explain the Causes of Behavior
- Predict Behavior in Certain Situations
 - What are the benefits of prediction?
- Sometimes Control Behavior
 - When would you want to control behavior?

Approaches to Psychology

- Biological
- Cognitive
- Behavioral
- Psychoanalytical (Psychodynamic)
- Humanistic
- Cross-cultural (Social)
- Evolutionary

Big Four

- Wilhelm Wundt
 - Founder of Experimental and Cognitive Psych
 - Brought scientific method to Psych
- William James
 - Founder of educational psych
- Hermann Ebbinghaus
 - Pioneered study of memory
- Ivan Pavlov
 - Studied classic conditioning

The Triad - Freud



- Founder of Psychoanalytic school
 - Unconscious mind
- Ego, Super-Ego, Id
- Defense Mechanisms
- Dream Analysis

B.F. Skinner

- Experimental Psychology pioneer
- Advocated behaviorism
- Social Engineering



Carl Rogers



- Developed Humanistic ideology to counter Freudian and Skinnerian theory
- Centered around human nature
- Rooted in existentialism