General Psychology



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Chapter One
Essence of Psychology

Contents or Topics

- *Meaning of psychology*
- *Goals of Psychology*
- *Historical Roots of psychology:-Early and Modern Perspectives*
- *Sub – fields in psychology*
- *Research Methods in psychology*

Meaning of Psychology

Psychology

Logia’ – *study or science*

Psych’ - mind *or* ***soul***

Meaning of Psychology

Historically was defined as:

- science of soul,
- study of mind
- science of consciousness

The definitions failed ;

Nature of soul could not be defined

The concept of mind and consciousness were narrow and lack clarity,.

Meaning of psychology

The **science** of human (animal) **behavior** and **mental process**.

The definition has three basic elements

- Psychology is a **science**
- Psychology deals with **behavior**
- Psychology studies **mental processes**

Psychology as a science

- **Systematically** observe and record behavior
- **Use scientific patterns** to test their assumptions.
- Developed **precise , careful and reliable instruments** to study human behavior

Psychology = Science of behavior and mental processes

Internal experiences such as sensations, dreams, thoughts, and feelings.

- Eg. speaking, jumping, eating, two people kissing, a baby crying, sneezing etc.

Cognition

- *such as knowing, comprehending, thinking, conceptualizing, remembering, etc.*

Studying animal behavior: why?



Many similarities exist between animals and humans

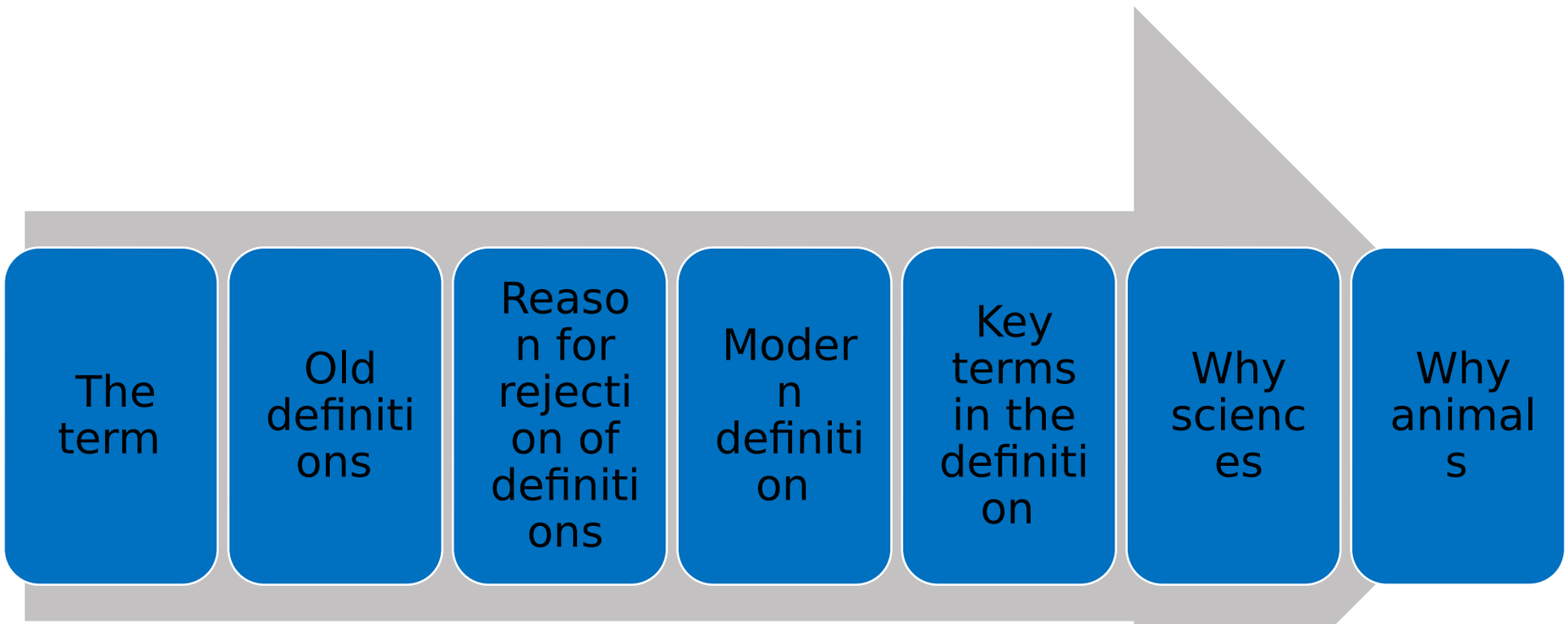
there are fewer ethical considerations as compared to research with human subjects.

A number of experimental factor

like minimum cost for a study on animals,

Summarize

What best have you learned ?



Goals of Psychology

Description: to observe behaviour and describe

- *What is happening?*

Explanation: Why did this behavior occur?

- *Why is it happening?*

Prediction: speculate what will happen in the future.

- *Will it happen again?*

Control: exert control over it.

- *How can it be changed?*

Goals of Psychology



1. Description: Describing Behavior

What is happening?
(Observe and Describe Objectively)



2. Explanation: Explaining Behavior



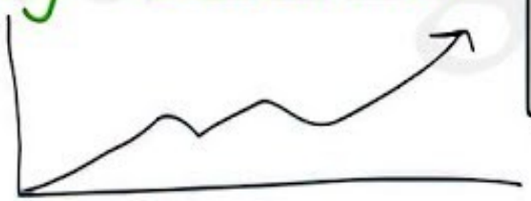




Why is it happening?
(Trying to Understand the Reason of behavior)

3. Prediction: Predicting Behavior





When, Why and How will the behavior Occur in the Future?



4. Control: Changing Behavior



Look I controlled it!!!

How can it be Changed?
(Stopping or Making the behaviour happen. Changing it's Strength)

*** Improving the Quality of Life

Identify the goal in the following example



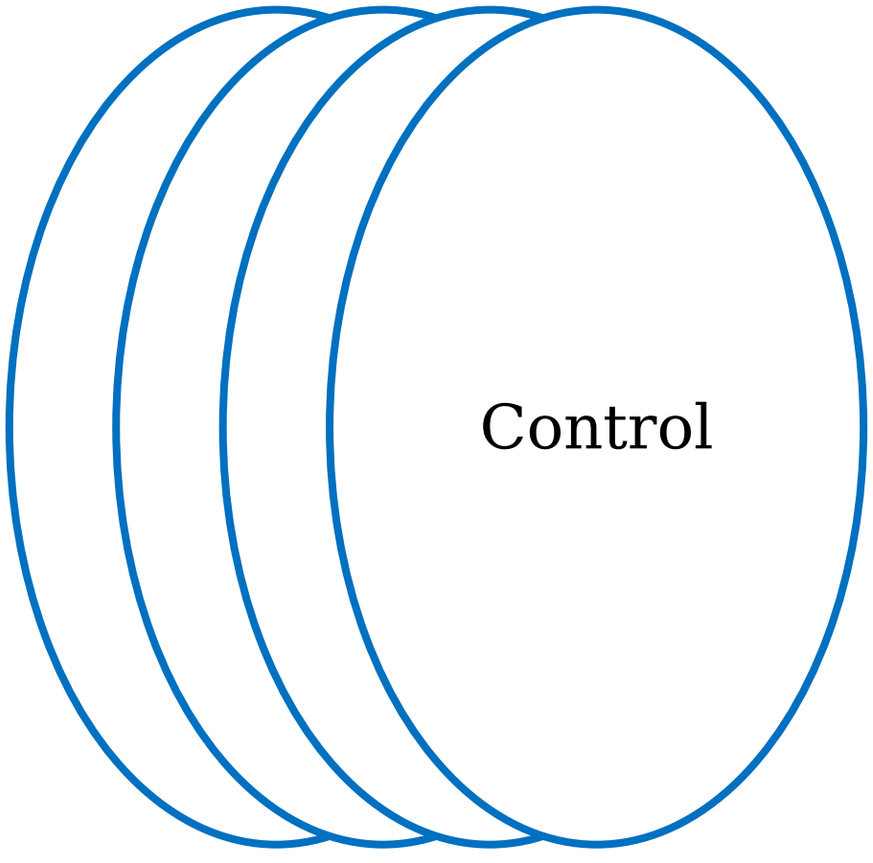
if we know you choose abusive partners because your father was abusive, we can assume you will choose another abusive partner, and can therefore intervene to change this negative behavior.



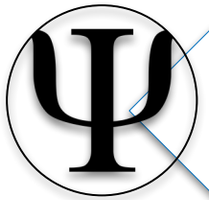
if we know **you choose abusive** partners because **your father was abusive**, we can assume you **will choose** another abusive partner, and can therefore **intervene to change** this negative behavior.

Summarize

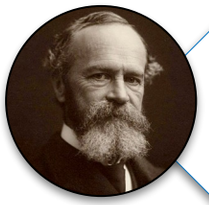
What best have you learned ?



Historical Roots of Psychology
Reading Assignment



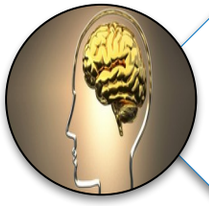
Where does the history of psychology begin?



When did psychology emerge as a science?



What is school of thought



What are the school of thought (perspectives) in the development of psychology ?

Historical Roots

...





5,000 BCE Trephination



For long time it was part of philosophy



late 19th century- formal beginning of psychology as a scientific discipline

1879 - Wilhelm Wundt established the first laboratory at Leipzig, Germany, .



William James was setting up his laboratory in Cambridge, Massachusetts .

Schools of psychology

- When psychology first emerged as a science, the debate over how to describe and explain mind and behavior began.
- represent the major theories within psychology.
- represented strong differences of viewpoints about:

What psychology should study,

1. Structuralism



- Wundt and his associates.
- Scientific analysis of **conscious experience** by breaking it down into its specific **components or structures**.
  - **Eg. Titchener** identified four elements in the sensation of taste: Sweet, sour, salty and bitter.
- **Introspection** (looking within) - was their method
- **Shortcomings**
  - ***Subjectivity,***
  - ***Consciousness*** *is not a proper topic for scientific investigation*

2. Functionalism

William James

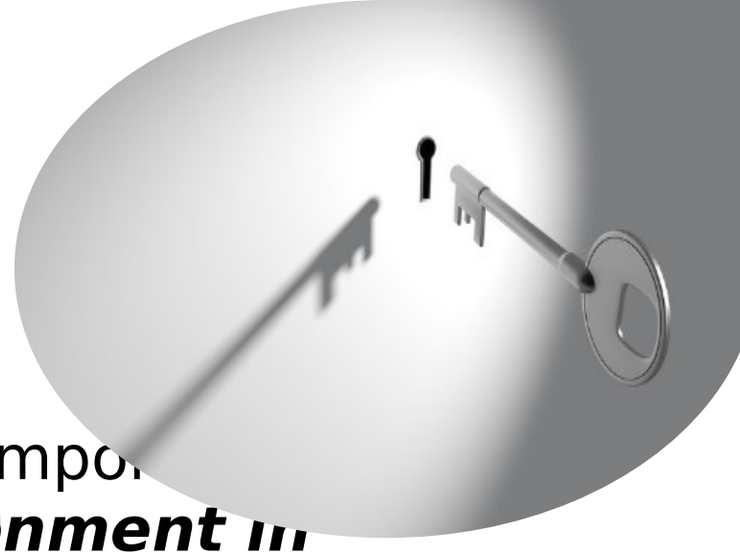
- *mind and behavior are adaptive to the changing environment.*



emphasis on the ***adaptive function of behavior.***

see the function or purpose of the mind instead of looking at the structure.

3. Behaviorisms



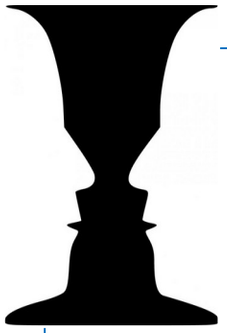
only **observable behavior**, which could be explained objectively and scientifically.

did not reject the existence of mind and consciousness.

Stressed the impo
the ***environment in shaping*** behavior.

Chiefly looked for connections between ***observable behavior*** *and* ***stimulus*** *from the environment.*

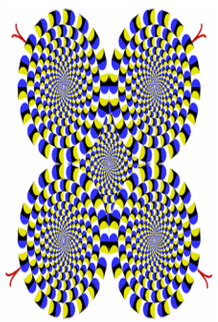
4. Gestalt Psychology



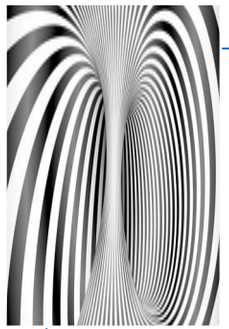
Max Wertheimer, Kurt Koffka and Wolfgang Kohler



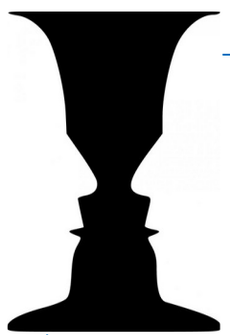
We perceive the external world as an **organized pattern**, not as individual sensations.



“gestalt” means ***whole, pattern, form*** *or* ***shape.-***

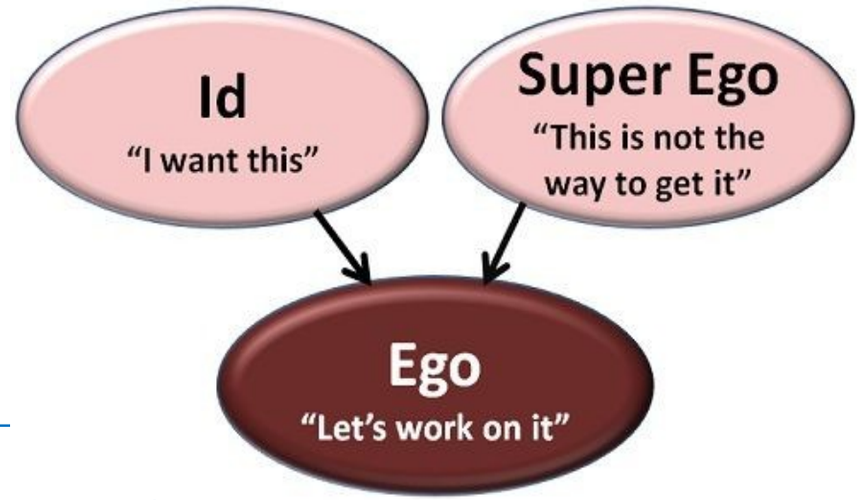


behavior should be studied as an organized pattern rather than as separate incidents



“The whole is greater than the sum of its parts”.

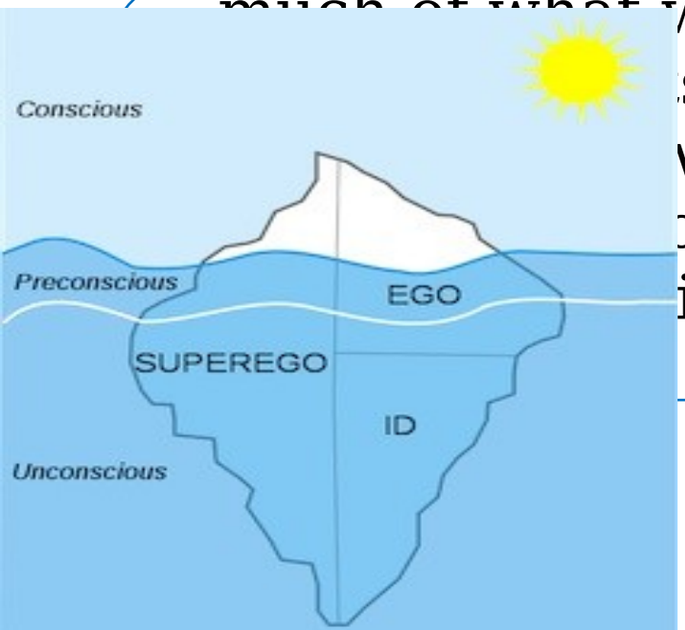
Psychoanalysis



Sigmund Freud.

powerful inner forces, most of which are buried in the unconscious mind

much of what we do
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The drives are hidden from awareness; they are, in other words, unconscious.

Summarize

What best have you learned ?

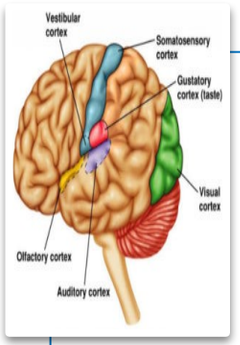
Historical Roots

Schools of Psychology

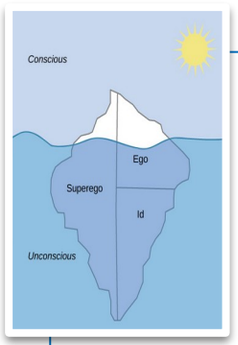
Structuralism

Functionalism

Modern Perspectives



Physiological: how heredity, functioning of the body, the brain and the nervous system affect behavior.



Psychodynamic: unconscious psychological processes and childhood experiences



Behavioral: the **influence of the environment**



Cognitive: how our thinking influence our behavior.



Humanistic: *free will-* the ability to freely make decisions about one's own behavior and life.



Socio- Cultural: social and cultural forces outside the individual

Sub fields in Psychology

Applied psychology consists of four clearly identified areas of specialization:

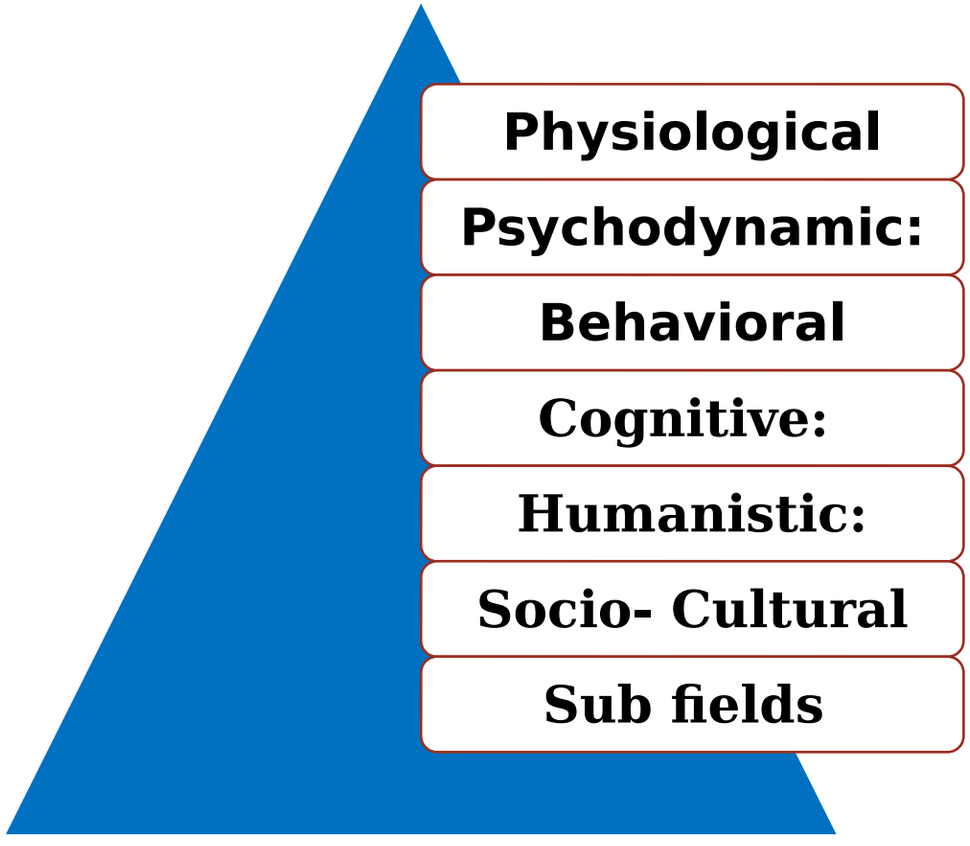
- (1) Clinical psychology,
- (2) counseling psychology,
- (3) educational and school psychology, and
- (4) industrial and organizational psychology.

However, many psychologists work on both research and application

Reading

Summarize

What best have you learned ?



Research Methods in Psychology



- What is research?
- The methods of research in Psychology
- The difference between correlation and experiment ?
- How control groups and experimental groups differ ?
- What is independent variable and dependent variable?

Research Methods

- **Research** - systematic approach to obtaining and confirming new and reliable knowledge”
  - ✓ The word “research” originated from the old French word “recerchier”

- Meaning to search and search again.
  - ✓ *It literally implies repeating a search for something*
  - ✓ *implicitly assumes that the earlier search was not exhaustive and complete in the sense that there is still scope for improvement*

Research:



a careful investigation or inquiry especially through search for new facts in any branch of knowledge



“a systematized effort to gain new knowledge



Research:



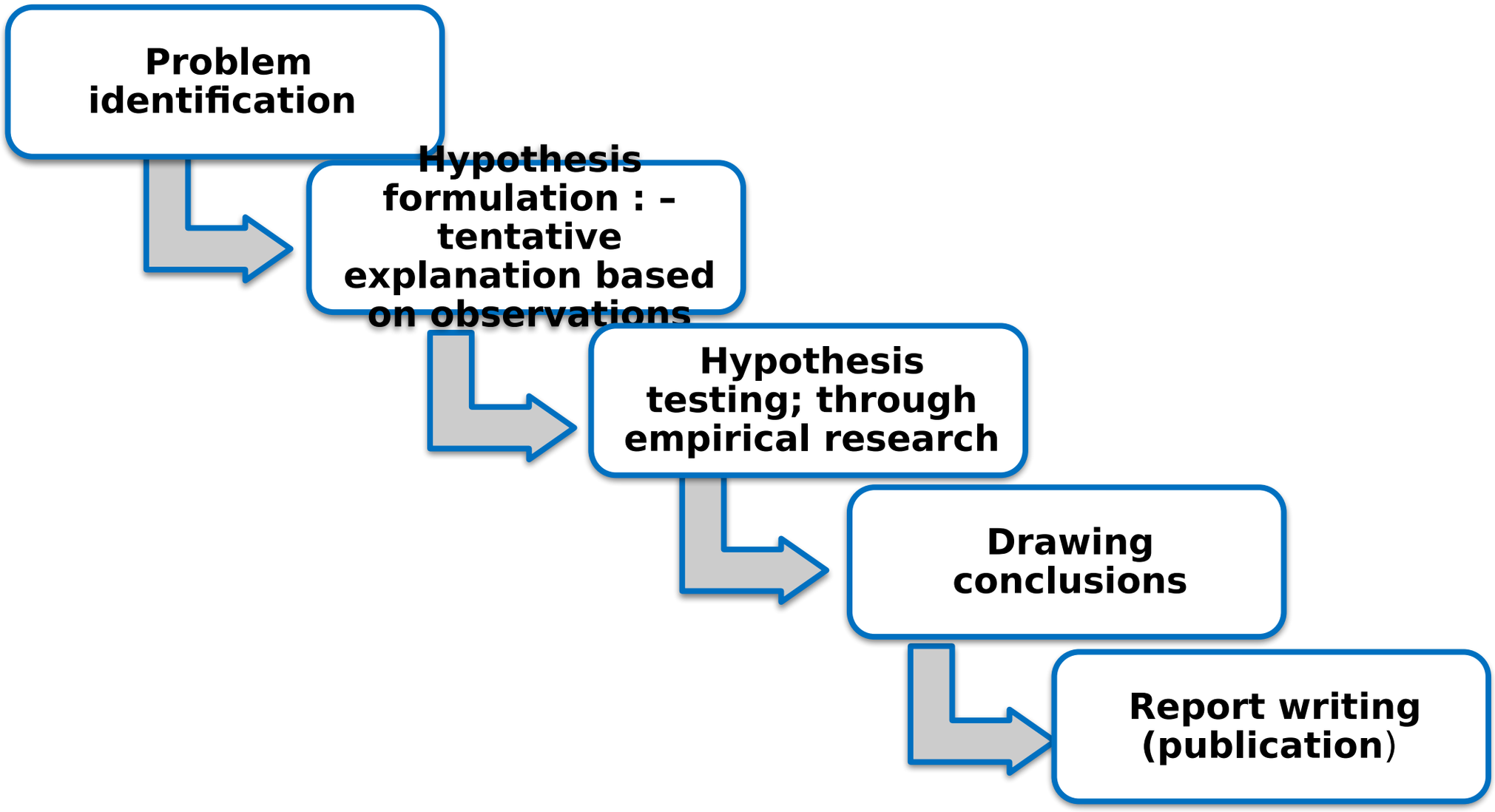
Systematic research in any field of inquiry involves three basic operations

- *1.* ***Data collection****: to observing, measuring, and recording information.*
- *2.* ***Data analysis:*** *arranging and organizing the collected data*
- *3.* ***Report writing:*** *conveying information contained in it to the readers or audience.*

Scientific Method

- System of gathering data so that bias and error in measurement are reduced.
- Offers a standardized way to test hypotheses, build on theories, and gain knowledge
- **Two key concepts in the scientific approach are theory and hypothesis.**
  - ✓ ***Theory:*** *used to make predictions about future observations.*
  - ✓ ***Hypothesis :*** *testable prediction that is arrived at logically from a theory.*

Steps in the Scientific Method



Research Methods ...

- Research plays an **extremely important role** in psychology
- employed based on their **appropriateness to the problem** under study.

Naturalistic observation method	Survey method	Case study method	Co relational Method	Experimental Method

Naturalistic observation method

- Observing the behavior in the actual field where it occurs.
- Mere recording of behavior observed with out interference.
  - ✓ *Example- The causes for aggressive tendencies among monkeys*
  - ✓ *The features of childhood play.*



- **Major Advantage:**
  - ✓ Suggest research projects using more controlled approaches.
  - ✓ Realistic picture of behavior. To study behavior in real-life settings

Disadvantages: Naturalistic observation

Observer effect - tendency of people or animals to behave differently from normal when they know they are being observed.

- ***Participant observation*** - *a naturalistic observation in which the observer becomes a participant in the group being observed (to reduce observer effect).*

Observer bias - tendency of observers to see what they expect to see.

- ***Blind observers*** – *people who do not know what the research question is (to reduce observer bias).*

Laboratory observation

- watching animals or humans behave in a laboratory setting.

Advantages:

- Control over environment.
- Allows use of specialized equipment

Disadvantage:

- Artificial situation that may result in artificial behavior.

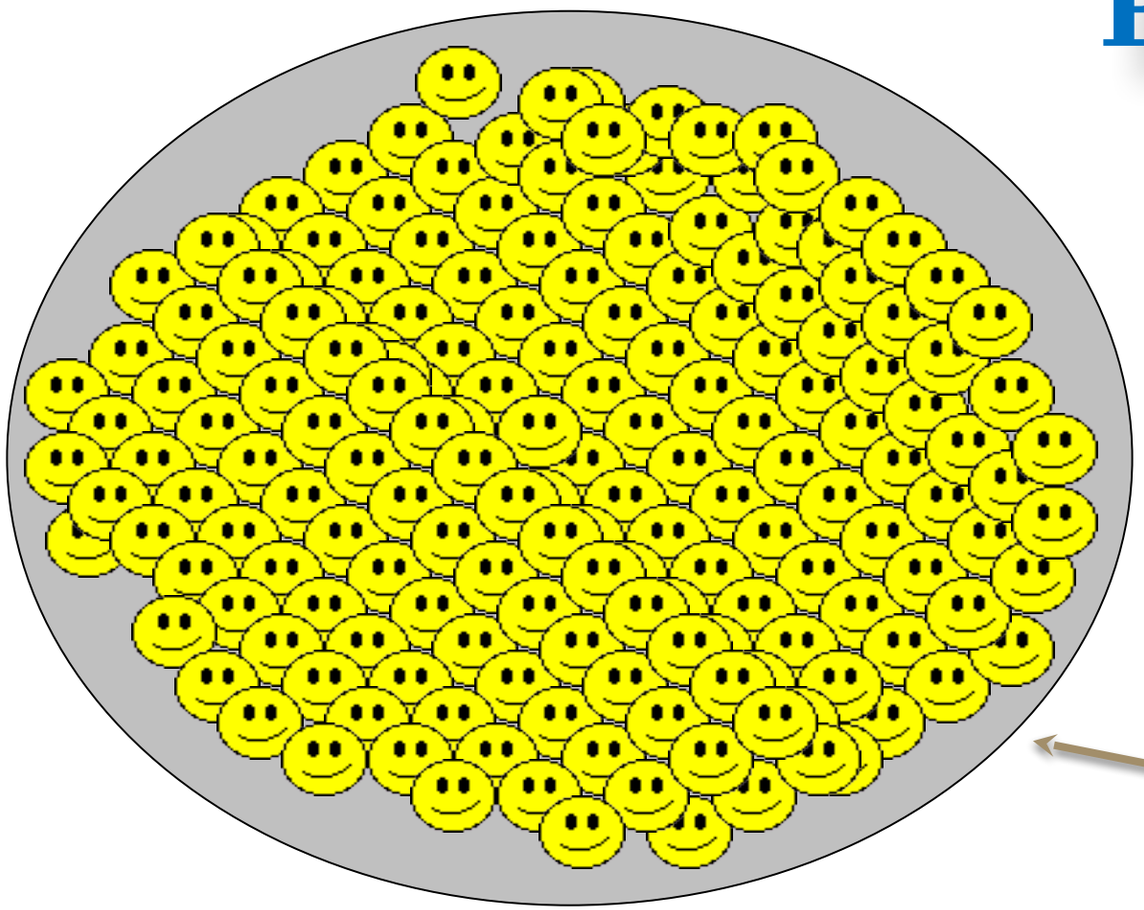


- Researchers will ask a series of questions about the topic under study
  - ✓ E.g. consumer reaction to products
    - ✓ Survey on health care reforms, voting preferences etc.
    - ✓ Attitude of college students towards HIV/AIDS

- Given to a **<u>representative sample</u>** - randomly selected sample of subjects from a larger population of subjects.
  - **<u>Population</u>** - the entire group of people or animals in which the researcher is interested.

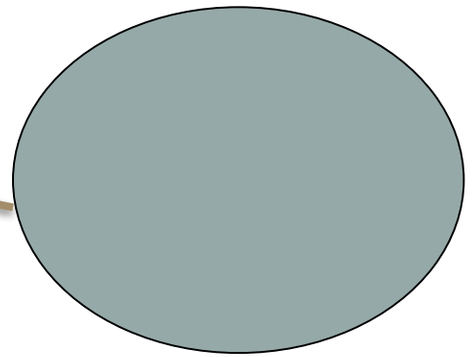
Advantages:	• Data from large numbers of people. • Study covert behaviors.
Disadvantages:	• Have to ensure representative sample (or results not meaningful). • People are not always accurate.

Random Sampling from Population



Population

Inference



Sample

3. Case Study Method

- an in-depth analysis of the thoughts, feelings, beliefs, or behaviors of a single person or event.

Advantage: tremendous amount of detail allows greater understanding of a particular person's life.

- provide direction for further study using other methods.

Disadvantage: cannot apply to others or not possible to make generalizations

Summarize

What best have you learned ?

Research ?

Scientific Me

Naturalistic observation

Laboratory

4. Correlational Method

- indicates the degree of association between 2 variables
  - **Variable**: anything that can be assigned a numerical value

- Correlation does not mean causation
- E.g. the relationship between salary increase and job satisfaction
  - fast-talking and wining elections.

Correlation coefficient - represents two things: direction and strength of the relationship.

Ranges from (**–1.00) to (+ 1.00)**

Correlation coefficient

Correlations vary in direction:

- **Positive Correlations**
  - factors vary in same direction
    - ↑ and ↑ … or … ↓ and ↓
- **Negative Correlations**
  - factors vary in opposite direction
    - ↑ and ↓ … or … ↑ and ↓
- **No correlation**:
  - factors not related

Correlations also vary in the strength of the association

- The higher the Correlation coefficient the stronger the correlation
- Strong correlation can be positive/ negative
  - +0.9 or -0.9 indicates a very strong correlation
  - +0.1or-0.1 indicates a very weak correlation

veen the 2

Strong correlation: knowing the value of one variable permits to accurately estimate the value of the other

Experimental Method

- manipulating an *independent variable* (the cause), the researcher determines whether it influences the *dependent variable* (the effect).
- shows cause- effect relationship.

exper mental research there are two roup

- **The Experimental group**- the group that receives the treatment
- **The Control group** – A group that receives no treatment
  - created to see the difference produced by the treatment given to the experimental group.

Experimental Method

The **variables** in an experimental research are grouped into three: namely,

Independent variable- the variable being manipulated to see its effect on the dependent variable

Dependent variable – A variable that is measured and is expected to change as a result of manipulating the independent variable

Extraneous variable –a variable that is not controlled in the experiment but can influence the experimental procedure.

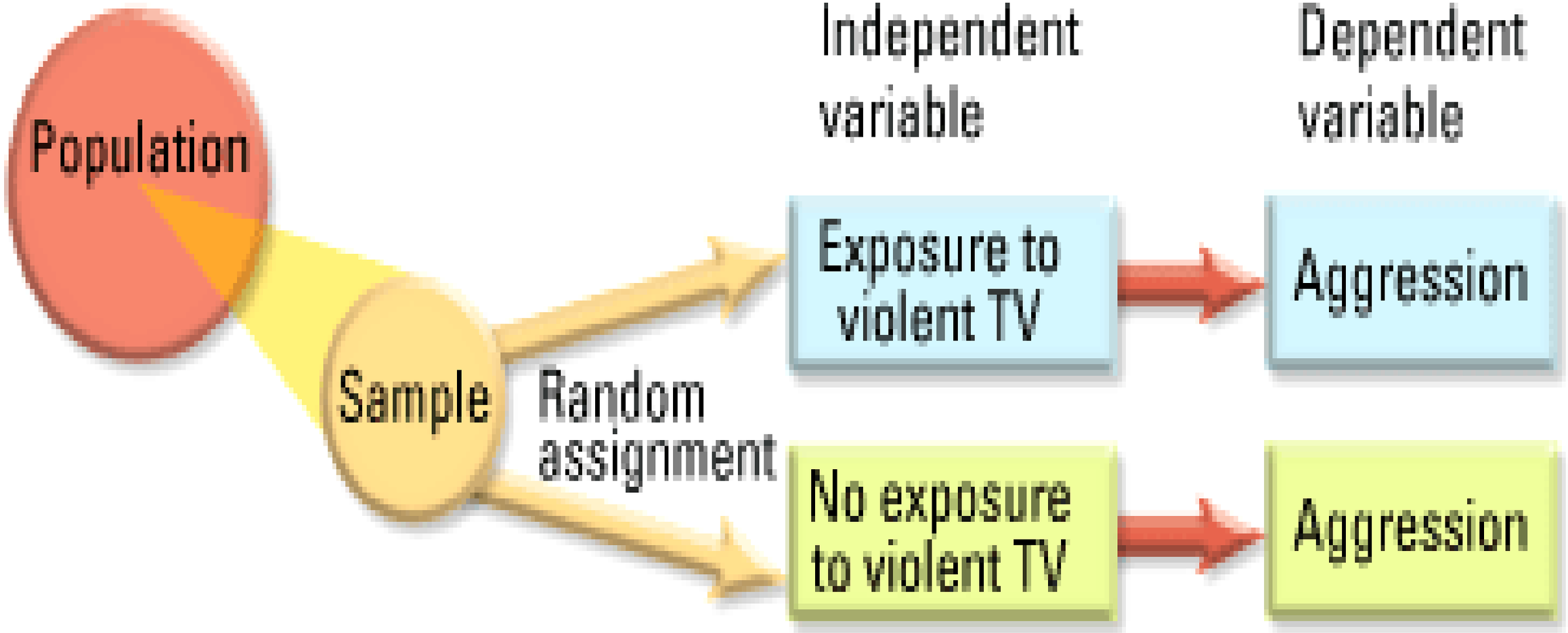
Experimental Method Example -1

- E.g. The effect of a new drug on the behavior of students with Attention Deficit Hyperactivity Disorder

- The experiment needs to be designed the following way:

Groups	Treatment
Experimental Group	Takes the new drug
Control Group	Takes a placebo (No treatment)

Experimental Method Example - 2



Experimental Method- Problems

Problems in using experimental research design

- cannot be used in situations where the experiment is dangerous to the subjects for ethical reasons.
- It will be difficult in the real world to avoid all extraneous variables
- findings are not applicable outside the experimental situation



What best have you learned from this chapter ?

Thank You