1. History, Approaches & Methods of Psychology
1.1. History of Psychology

1.2. Approaches: Biological, Behavioral, Cognitive, Humanistic, Psychodynamic

1.3. Research Methods: Experimental, Clinical, Correlational

1.4. Ethics in Research
1.1. History of Psychology
• What is Psychology?
• Psyche
  – Greek word for mind, spirit, or soul
• Ology
  – Greek word for “study of”
• Psychology is the scientific study of human behavior and mental processes
• **Structuralism**
  – Wilhelm Wundt
    • 1879 First Psychology Lab in Leipzig, Germany
  – Introspection

• **Functionalism**
  – William James
1.2. Psychological Approaches
• Biological approach

  – physiological and biochemical explanation of behavior

  – behavior as a result of genes, nervous system, hormones, neurotransmitters and other biological functions
• Behavioral approach
  – learned responses to predictable patterns of external stimuli
  – Pavlov’s classical conditioning
  – Skinner’s operant conditioning
• Psychodynamic approach
  – Sigmund Freud
• Psychodynamic approach

  – Unmet needs/unresolved conflicts from childhood determine personality

  – Behavior as a result of unconscious, attachment and interpersonal connection
• **Psychodynamic approach**
  – Sigmund Freud

  • *id, ego, superego*

  • *defense mechanisms*

  • *sexual and aggressive urges drive behavior, thoughts and feelings*
• Cognitive approach

  – Developed in reaction to behaviorism (focused on observable events)
• Cognitive approach

  – Behavior as a result of “expectations”, “feelings” and “thoughts”

  – Study problem solving, attention, memory and other thought processes
• Humanistic approach

  – developed in reaction to Behaviorist and Psychodynamic models

  – people are motivated by desire for growth and development
• Humanistic approach

  – Abraham Maslow’s Hierarchy of Needs
    • Self actualization

  – Carl Rogers-believed people are basically good
    • unconditional positive regard
• Humanistic approach
1.3. Research Methods
• Experimental
  – Cause and effect relationship between two variables
  – Independent variable
    • The variable being manipulated
    • The “cause”
  – Dependent variable
    • The variable being measured for change
    • The “effect”
• Experimental
  – Experimental group
    • Exposed to the “cause”
    • Receives the independent variable

– Control group
  • Not exposed to the “cause”
  • Receives no treatment or some treatment that should have no effect
• Random Assignment
• Blind and Double Blind Study
• Placebo and Placebo Effect
• Clinical
  – Case studies
    • Freud used this method to develop psychoanalytic theory

  – Naturalistic observation
    • agreement among observers

  – Clinical interviews
    • inter-rater reliability
• Correlational
  – How two variables relate to one another
  – No manipulation of variables
  – Does NOT measure cause and effect
• Correlational
  – Positive Correlation

  – Negative Correlation

  – Correlation Coefficient
    • 1.0-----0-----1.0

  – Self-reporting surveys
• **Surveys**
  – **Self-reporting**
  – **Subject to bias**
1.4. Ethics in Research
• Participants must be treated morally and respectfully

• Purpose of study, duration and process

• Any possible harm or adverse effects should be disclosed