

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**

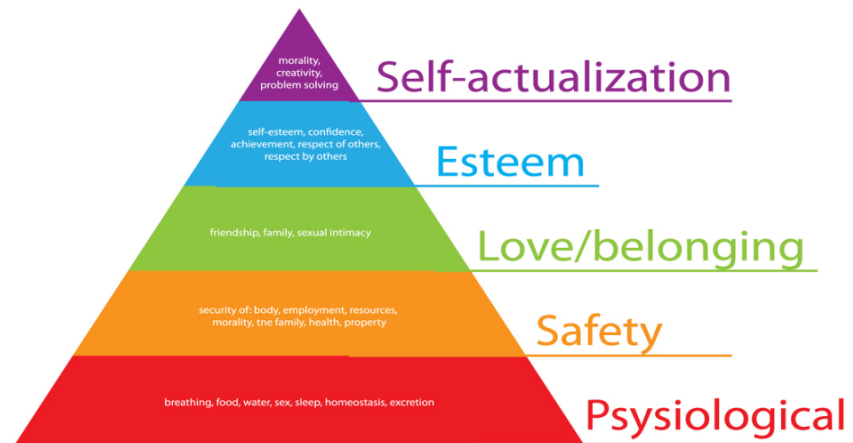
- **Developed in reaction to behaviorism (focused on observable events)**

- **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**



Maslow's Hierarchy of Needs

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**