Announcements

- Check Attendance/Grade Query Tool on class website (psy150a1.org) for:
  - Attendance tracking
  - Syllabus Quiz
- Instructor Office Hour Wednesday is cancelled
- Wednesday Lecture Plans
Introduction to Introduction to Psychology
I. Definition of psychology

--the scientific study of the behavior and mental processes of living organisms.

*Psyche*: mind, soul, spirit, self (Greek)

*-ology*: branch of knowledge
Definition of Psychology

A. Scientific study
   1. Repeatable
   2. Public
   3. Empirical
   4. Skeptical
In fact, All Levels
Social
Behavioral
Mental
Neurological
Neurochemical
Molecular

REMEMBER:
Behavior is Multiply Determined

“I’m a social scientist, Michael. That means I can’t explain electricity or anything like that, but if you ever want to know about people, I’m your man.”
Definition of Psychology

A. Scientific study
   1. Repeatable
   2. Public
   3. Empirical
   4. Skeptical

B. Behavior

C. Mental Processes

D. Living Organisms

- Sensations
- Perceptions
- Memories
- Thoughts
- Images
- Dreams
- Emotions
- …
Psychology

A hub scientific discipline
Psychol
II. Psychology -- merely common sense?

- Thought experiment
  - 1 hour of dull and meaningless tasks
  - Experimenter persuades you to say how great it is to another subject
  - You are paid either $10 or $100
  - You then rate your own enjoyment of the tasks
Would you rate the tasks as more enjoyable if you were:

1. In the $10 condition
2. In the $100 condition
Answer:

Why? Cognitive Dissonance

Scientific psychology should not merely confirm, but challenge our notions.
III. Ways of Classifying Psychologists

A. By means of **species** of organism under study

B. By **Time of life span** of organism under study

C. By **type of behavior studied**

<table>
<thead>
<tr>
<th>Normal</th>
<th>Vs.</th>
<th>Abnormal behavior</th>
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<tbody>
<tr>
<td>general laws</td>
<td></td>
<td>particular problems</td>
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<tr>
<td>large groups of subjects</td>
<td></td>
<td>individuals</td>
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<tr>
<td>to generalize</td>
<td></td>
<td>each individual, subsets</td>
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<tr>
<td>Experimental psychologists</td>
<td></td>
<td>Clinical Psychologists</td>
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</tbody>
</table>
Ways of Classifying Psychologists

D. By Degrees and training

1. Psychologists
   - BA/BS, PhD

2. Clinical psychologists
   - BA/BS, PhD, Internship, Licensure

3. Psychiatrists
   - BA/BS, MD, Residency

4. Psychoanalysts
   - BA/BS, MD, Residency + years on the couch

5. Psy. D
   - BA/BS, PsyD
E. Other Mental Health Professionals

1. Masters of Social Work (MSW)
2. Family and Marital Therapist (Masters/PhD)
3. Psychiatric Nurse, Nurse Practitioner
4. Masters in Counseling
5. Case Aids (Bachelor’s)
Ways of Classifying Psychologists

F. By field of study
   1. Experimental and biological psychology
Ways of Classifying Psychologists

F. By field of study
   1. Experimental and biological psychology
   2. Developmental, social, and personality psychology
Ways of Classifying Psychologists

F. By field of study

1. Experimental and biological psychology
2. Developmental, social, and personality psychology
3. Clinical and counseling psychology (including forensic)
Ways of Classifying Psychologists

F. By field of study
   1. Experimental and biological psychology
   2. Developmental, social, and personality psychology
   3. Clinical and counseling psychology (including forensic)
   4. School and educational psychology
Ways of Classifying Psychologists

F. By field of study

1. Experimental and biological psychology
2. Developmental, social, and personality psychology
3. Clinical and counseling psychology (including forensic)
4. School and educational psychology
5. Industrial and engineering psychology
Psychology’s Subfields

- Clinical: 37%
- Higher education: 32%
- Business, government, and other: 21%
- School: 8%
- Not specified: 2%
Psychology’s Subfields: Applied

- Clinical: 48.3%
- Counseling: 8.3%
- Social: 5.7%
- Biological: 5.1%
- Neuroscience: 5.1%
- Industrial/organizational: 4.5%
- Developmental: 4.5%
- Educational: 3.7%
- Cognitive: 3.3%
- Other: 16.6%
Psychology’s Subfields: Applied

- Clinical: 67%
- Counseling: 15%
- Educational: 9%
- Industrial: 6%
- Other: 3%

Data: APA 1997
Psychological Science Versus Common Sense and Intuition
Common Sense and Intuition

- Generally helpful in daily life
- But the potential to lead us astray
- Examples
  - Naïve Realism – the belief that we see the world as it really is
Another example of Naïve Realism
Common Sense and Intuition

- Generally helpful in daily life
- But the potential to lead us astray
- Examples
  - Naïve Realism – the belief that we see the world as it really is
  - Intuitions on Free Will
Libet’s Experiment

Make hand movements at will
Report time you made the decision
IV. Perspectives on psychology

A. Historically

A. Structuralism
1. Edward Titchener
2. Stressed Observation
3. But Introspection as privileged method
4. Determine basic/fundamental components (structures) of the mind

B. Functionalism
1. William James
2. Also used Introspection, but not to break down mind to components
3. Examined purpose/function of consciousness and behavior
William James  (1842 – 1910)

“Action may not always bring happiness, but there is no happiness without action.”

“The greatest discovery of any generation is that a human can alter his life by altering his attitude.”

“A great many people think they are thinking when they are merely rearranging their prejudices.”
IV. Perspectives on psychology
A. Historically: Functionalism vs Structuralism
B. Neurobiological

Brain-behavior
Genetic influences
IV. Perspectives on psychology
A. Historically: Functionalism vs Structuralism
B. Neurobiological
C. Behavioral (Watson, Skinner)

Environmental determinants
Black Box
IV. Perspectives on psychology

A. Historically: Functionalism vs Structuralism

B. Neurobiological

C. Behavioral

D. Cognitive

Measure things inside the black box:

- Perception,
- memory,
- information processing
Behavioral:

Stimulus → Processing → Response

Cognitive

Stimulus → Processing → Still more Processing → Response
IV. Perspectives on psychology
A. Historically: Functionalism vs Structuralism
B. Neurobiological
C. Behavioral
D. Cognitive
E. Psychoanalytic
Note – contemporary version termed psychodynamic
IV. Perspectives on psychology
A. Historically: Functionalism vs Structuralism
B. Neurobiological
C. Behavioral
D. Cognitive
E. Psychoanalytic
F. Phenomenological

REMEMBER: Behavior is Multiply Determined
Bio-psycho-social perspective

**Biological influences:**
- natural selection of adaptive traits
- genetic predispositions responding to environment
- brain mechanisms
- hormonal influences

**Psychological influences:**
- learned fears and other learned expectations
- emotional responses
- cognitive processing and perceptual interpretations

**Social-cultural influences:**
- presence of others
- cultural, societal, and family expectations
- peer and other group influences
- compelling models (such as in the media)
Research Methods
A Scientific Approach to Understanding Human Behavior

Michael Shermer, Publisher, Skeptic magazine
Scientific Skepticism

- As scientists, we should
  - evaluate all claims with an open mind
  - insist on persuasive evidence before accepting these claims

- And we should avoid
  - Cynicism (Pathological skepticism)
  - The tendency to dismiss any claims that contradict one’s beliefs