IV. Perspectives on psychology

A. Historically: Functionalism vs 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
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:

Cognitive

IV. Perspectives on psychology

A. Historically: Functionalism vs Structuralism

B. Neurobiological

C. Behavioral

D. Cognitive

E. Psychoanalytic
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
I. Research methods

A. Experimental method

1. Independent variable (IV) is manipulated by Experimenter
2. Dependent (DV) variable is measured
3. Except for IV, all other conditions kept constant
4. Confounds
5. Blinding
6. Example

Experimentation

➤ Independent Variable
➤ the experimental factor that is manipulated
➤ the variable whose effect is being studied
➤ Dependent Variable
➤ the experimental factor that may change in response to manipulations of the independent variable
➤ in psychology it is usually a behavior or mental process
Keeping conditions Constant

- Random Assignment
- Control of confounds

I. Research methods

A. Experimental method

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Blinding

- Important when expectations can influence outcome
Acupuncture to treat Depression

Possible Designs
➢ Compare ACU to no treatment?
➢ Sham Points versus real points?
➢ Need to double-blind

Our Design:
➢ Participants were randomly assigned to
   ➢ specific: treat specific symptoms of depression
   ➢ nonspecific: pattern not specific to depression
   ➢ waitlist: waited before receiving specific
➢ Treatments were developed by an assessing acupuncturist, administered by one of several other acupuncturists

Acupuncture to treat Depression

Synopsis
➢ DV: Blind Interview Ratings of Depression Severity After Treatment
➢ IV: Treatment delivered (or not delivered in the case of Waitlist)
➢ Confounds measured
   ➢ Acupuncturist beliefs
   ➢ Client beliefs
   ➢ Neither differed between specific and nonspecific

Results

Allen, Schnyer, & Hitt, 1998, Psychological Science
Name that Variable!

✓ Professor Fisbee gives one group of students Starbucks fully caffeinated, and the other Decaf.

✓ Students do not know which type they receive.

✓ He then measures how well they score on a test of psychological reasoning.

✓ Before assigning students to groups, he matches them on grade point average so that the two groups have equivalent GPA.