

Introduction to psychology

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IF THE HUMAN BRAIN
WERE SO SIMPLE THAT WE
COULD UNDERSTAND IT,
WE WOULD BE SO SIMPLE
THAT WE COULDN'T.

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Life Before Psychology



René Descartes
(1596-1650)

Philosophy asks questions about the mind:
◆ Does perception accurately reflect reality?
◆ How is sensation turned into perception?

Problem - No "scientific" way
of studying problems

Physiology asks similar questions about the mind

**SCIENTIFIC
METHOD**

**Predict what will happen
Systematically observe events
Do events support predictions**

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Psychology Is Born



Wilhelm Wundt
(1832-1920)

First Experimental Psych Lab (1879)

Focuses on the **scientific** study of the mind.
WW insists that Psych methods be as rigorous
as the methods of chemistry & physics.

*Wundt's students start labs
across USA (1880-1900)*

University of Leipzig
Harvard University
Yale University
Columbia University
Catholic University
Univ of Pennsylvania
Cornell University
Stanford University



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Psychology (pre-1920)

Wilhelm Wundt (1832-1920)
Physiologist & Perceptual Psychologist
Founder of Psychology as a Science

Experiments

Introspection

Edward Titchner (1867-1927)
Student of Wundt
Formed Ψ at Cornell

Psychology
Understanding
Mental Processes

William James (1842-1910)
Philosopher & Psychologist
Formed Ψ at Harvard

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Behaviorism

Scientific Psychology should focus on
observable behavior.

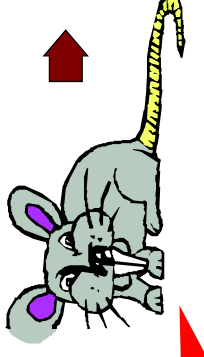
Psych - the Science of Behavior

**Mental Processes cannot
be studied directly**



John Watson
(1878-1958)

Stimulus
Response
Psychology



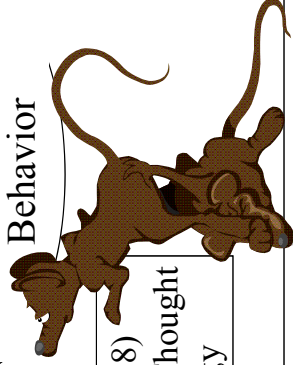
Ivan Pavlov

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Psychology (1920s-1960s)

Behaviorism
(Science of *Observable*)
Behavior

John B. Watson (1878-1958)
Behavior without Reference to Thought
The RAT & S-R Psychology



B. F. Skinner (1904-1990)
Behaviorism with a Twist
The PIDGEON & The Skinner Box

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Structuralism vs Functionalism



Wilhelm Wundt

Structuralism

Analyze consciousness into basic elements
and study how they are related

Introspection - self-observation
of one's own conscious experiences

Functionalism

Investigate the function, or purpose
of consciousness rather than its structure

Leaned toward applied work
(natural surroundings)



William James
(1842-1910)

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Gestalt Psychology

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



Max Wertheimer
(1880-1943)

Phi Phenomenon

Illusion of movement created by presenting visual stimuli in rapid succession.

A reaction against Structuralism
An attempt to focus attention back onto conscious experience
(i.e., *the mind*)

WHY?

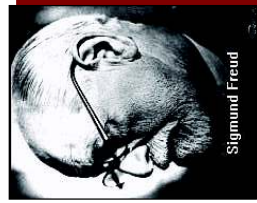
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Freud & Psychoanalysis

Proposes the idea of the UNCONSCIOUS



Sigmund Freud
(1856-1939)

Thoughts, memories & desires exist below conscious awareness and exert an influence on our behavior

Unconscious expressed in dreams & “slips of the tongue”

Psychoanalytic Theory attempts to explain personality, mental disorders & motivation in terms of unconscious determinants of behavior

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Cognitive Psychology

Cognition: the mental processes involved in acquiring, processing, storing & using information.

Cognitive Psychologists return to the study of learning, memory, perception, language, development & problem solving



Noam Chomsky
“Language”

Advent of computers (late 1950s) provides

a new model for thinking about the mind

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Psychology (1960s-1990s)

Psychology

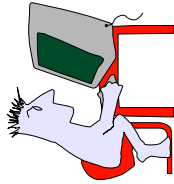
Science of Behavior
& Mental Processes

Cognitive Ψ



Sigmund Freud (1856-1939)

The Dynamic Unconscious Mind
Psychoanalysis



Computers as Metaphor for Mind
Study Mind through Inferences Drawn
From Observable Behavior

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Different Perspectives in Psychology

Biological Psychology

Behavioral/Clinical Psychology

PSYCHOANALYTIC

Cognitive Psychology

Subjectivist psychology
Social-Cultural Perspective

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Biological Perspective

Focus

How the body and brain create emotions, memories, and sensory experiences.

Sample Issues

- How do evolution and heredity influence behavior?
- How are messages transmitted within the body?
- How is blood chemistry linked with moods and motives?

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Behavioral/Clinical Perspective

Focus

How we learn from observable responses.
How to best study, assess and treat troubled people.

Sample Issues

- How do we learn to fear particular objects or situations?
- What is the most effective way to alter certain behaviors?
- What are the underlying causes of:
 - Anxiety Disorders
 - Phobic Disorders
 - Obsessive-Compulsive Disorders

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PSYCHOANALYTIC perspective

Focus

BEHAVIORS STEEMS FROM UNCONSCIOUS PROCESSES

Sample Issues

- How do we use ANGER IN OTHER FEILDS?
- How do WE DREAMS?)
- WHAT ARE MEANING OF SLIT TOUNGUE?

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Cognitive Perspective

Focus

How we process, store and retrieve information.

Sample Issues

- How do we use info in remembering and reasoning?
- How do our senses govern the nature of perception?
(Is what you see really what you get?)
- How much do infants “know” when they are born?

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(subjectivist)Social-Cultural Perspective

Focus

How behavior and thinking vary across situations and cultures.

Sample Issues

- How are we, as members of different races and nationalities, alike as members of one human family?
- How do we differ, as products of different social contexts?
- Why do people sometimes act differently in groups than when alone?

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Environmental Influence

■ Culture

- the enduring behaviors, ideas, attitudes, and traditions shared by a large group of people and transmitted from one generation to the next

■ Norm

- an understood rule for accepted and expected behavior



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Psych Is Theoretically Diverse

A system of interrelated ideas used to explain a set of observations

Theory

Biological
Psychology
Perspective

Clinical
Psychoanalytic
Perspective

Dreams

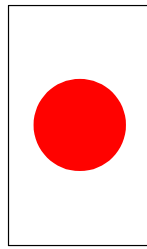
What Causes Behavior?



Behavior is Shaped by Culture



Personal Space

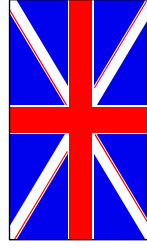
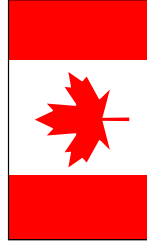
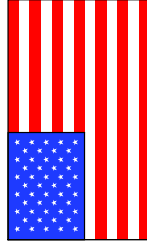


Value of Education



Punctuality

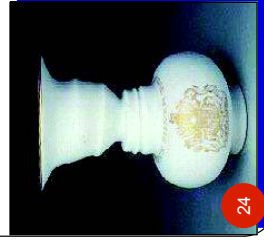
Social Norms



Perception Is Subjective

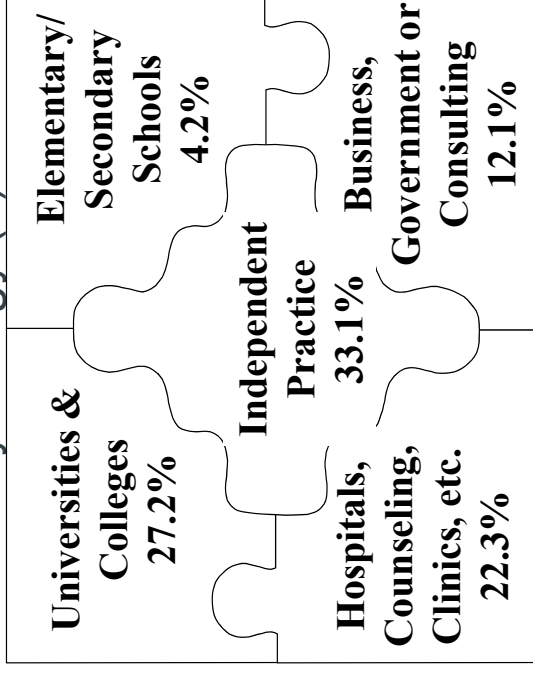
Internal Information
Prior Expectations
Current Mental State
Experience

External Information
Actual Words/Actions
Image Reflected from Objects
“Sound” Waves



Both Determine
Our Experience
of the World

Work In Psychology (?)



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Major subfields of psychology

- **1- biological:** deals with the relationship between biological processes and behavior.
- **2-experimental:** use experimental methods to study how people react to sensory stimuli, perceive the world, learn and remember, reason and respond emotionally.
- **3-developmental:** concern with human development and the factors that shape behavior from birth to old age.
- **4-social and personality :**social: how people perceive and interpret their social world and how their beliefs, emotions, and behaviors are influenced by the real or imagined presence of others.
- **Personality:** study the thoughts, emotions and behaviors that define an individuals personal style of interacting with the world.

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- **5-Clinical and counseling:** apply psychological principles to the diagnosis and treatment of emotional and behavioral problems. Counseling psychologists perform many of the same functions as clinical psychologists, although they deal with less serious problems.
- **6-school and educational:** work with children to evaluate learning and emotional problems.
- **7-organizational and engineering:** concerned with selecting people who are most suitable for particular jobs or designing structures that facilitate collaboration and team work. They try to improve the relationship between people and machine.

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