• Structuralism – analyzing the mind by breaking it down into basic components – wanting to know what the mind is made of
  o Promoted by Wilhelm Wundt – the “father of philosophy” who opened the first psychological laboratory – as a way to study the consciousness. Methods of structuralism included reaction time and introspection.
    ▪ Consciousness – a person’s subjunctive experience of the world and mind
    ▪ Reaction time – the time it takes to respond to a specific stimulus
    ▪ Introspection – subjunctive observations of a person’s own experiences

• Sigmund Freud
  o Inspired by work on hysteria – the temporary loss of cognitive or motor functions, usually as a result of an emotionally upsetting experience – that could be temporarily relieved by hypnosis
  o Unconscious – the part of the mind that operates outside of awareness but that influences thought, feelings, and actions
  o Psychoanalytic theory – unconscious mental processes are involved in shaping feelings, thoughts, and behaviors
  o Psychoanalysis – a therapeutic approach that focuses on bringing unconscious material into conscious awareness to better understand psychological disorders

• Behaviorism – an approach that advocates that psychologists restrict themselves to the scientific study of objectively observable behavior
  o Nature trumps nurture
    ▪ John Watson – thought psychologists should study behavior instead of inquire about private thoughts because behavior could be measured reliably and objectively
    ▪ Ivan Pavlov – studied stimulus (sensory input from the environment) and response (reaction to the stimulus) in dogs
    ▪ B. F. Skinner – used the Skinner box to train rats via reinforcement (the consequences of a behavior determine whether it will be more or less likely to occur again)

• Cognitive psychology – the scientific study of mental processes including perception, thought, memory, and experience – inspired by the invention of the computer and used to train the military in WWII
  o Max Wertheimer studied illusions which lead to the development of Gestalt psychology
    ▪ Illusion – errors of perception, memory, or judgment in which subjective experience differs from reality