Has to pay close attention for long time, decide blips r friendly, enemy, of animals.
Donald Broadbent: pay attention to multiple things one by one.

**Behavioral/physiological neuroscience:** links psy process w/ activity in nervous sys. & other bodily processes.
- Record chemical/electrical response in brain when performing tasks like seeking food.
- Rely on birth defect, accidents, illness → damage particular brain region → deduce → function of that part.
- Karl Lashley: remove parts of brain of rats.
- **Cognitive neuroscience:** attempts to understand link betw. cognitive processes & brain activity.

**Evolutionary psy:** explains mind & behavior in terms of adaptive value of abilities that are perserved overtime by natural selection.
- John Garcia: rat smells faster than sight.
- Mind designed to solve problem ancestors faced.
  - Ex. Jealousy → guard mates → served as adaptive function.
  - But people can’t drive a car when they are born; tall → help reproduction → offspring X be taller.

**Social Psy:** study of causes & consequences of interpersonal behavior.
- Norman Triplett: 和别人比赛时骑车更快.
  - Holocaust: people affecting each other → more inhuman things.
  - Racism = illusion.

**Cultural Psy:** study of how culture reflects & shapes psy process of its member.
- Wilhelm Wundt: combine lab approach w/ cultural perspective.
- Actually began when psy starts communicating w/ anthropologists.
  - **Absolutism:** culture makes little/no diff for most psy phenomena.
    - Religion, food, etc. → varies.
  - **Relativism:** psy phenomena vary across culture & should be viewed in context of specific culture.
    - Western → depressed people devalue themselves; Eastern → won’t.

American Psychological Association (APA)
- 7 original members hired by college/university → now 150,000 members. (James & others)
- 20%: academic psy; 70% work at health-related settings.
  - Not academic → “American Psychological Society” (APS).
  - 2006, renamed → Association for Psychological Science.

Growing Role of Women & Minority
- In 1862, all member are male & white.
- Now, half-female, non-white → increasing.
  - Mary Calkins: 1st female APA president.
    - Argue against Wundt & Tichener → self=single unit, X break into parts.
  - Kenneth Clark: 1st minority & president.
    - Self-image of African-American kids & racism creates harm.
    - Influence public policies; outlaw segregation in school.