impress prospective buyers.

### Industrial and Engineering Psychology
A branch of applied psychology which investigates problems and situations in business firms and industry.

### Social Psychology
The study of people’s behavior in relation to their families, groups and communities.

## Perspective Within Psychology

<table>
<thead>
<tr>
<th>Perspective</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Biological Perspective</strong></td>
<td>Seeks to specify neurological processes that underlie behavior and mental processes. Emphasis on the relation of overt behavior and electrical and chemical events taking place inside the brain and nervous system.</td>
</tr>
<tr>
<td><strong>Behavioral Perspective</strong></td>
<td>Focuses on observable stimuli and regards nearly all behavior as a result of conditioning process.</td>
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<tr>
<td><strong>Cognitive Perspective</strong></td>
<td>During the 1960’s, there was a cognitive revolution in which cognitive psychology replaced behaviorism as a dominant school of thought. The work of Jean Piaget and Noam Chomsky was influential in the surge interest in the cognitive perspective. Emphasis on understanding how people think in order to understand human behavior; know knowledge is learned, structured, stored and used.</td>
</tr>
</tbody>
</table>
SCHOOLS OF THOUGHT OF PSYCHOLOGY

<table>
<thead>
<tr>
<th>Psychoanalytic Perspective</th>
<th>Behavior stems from unconscious processes, meanings, beliefs, fears, and desires that a person is unaware of, but that nonetheless influences behavior.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subjectivist Perspective</td>
<td>Each individual has his own definition of the situation.</td>
</tr>
</tbody>
</table>

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<tr>
<th>Structuralism</th>
<th>The school of psychology that argues that the mind consists of three basic elements - sensations, feelings, and images that combine to form experience.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functionalism</td>
<td>The school of psychology that emphasizes the uses or functions of the mind rather than the elements of experience.</td>
</tr>
<tr>
<td>Behaviorism</td>
<td>The school of psychology that defines as the study of observable behavior and studies relationships between stimuli and responses.</td>
</tr>
<tr>
<td>Reinforcement</td>
<td>A stimulus that follows a response and increases the frequency of the response.</td>
</tr>
<tr>
<td>Gestalt Psychology</td>
<td>The school of psychology that emphasizes the tendency to organize perceptions into wholes and to integrate separate stimuli into meaningful patterns.</td>
</tr>
<tr>
<td>Psychoanalysis</td>
<td>The school of psychology that emphasizes of unconscious motives and conflicts as determinants of human behavior.</td>
</tr>
</tbody>
</table>
Determination of Twins

1. Fraternal Twins (Dizygotic) – two egg cells where released by the ovary and fertilized by two sperm cells.

   Dichorionic or Diamniotic

2. Identical Twins (Monozygotic) – from a single fertilized egg that divided into two embryos, resulting to two fetuses.

   Monochorionic or Monoamniotic

Prenatal Development

3. Germinal Stage (conception to 2 weeks) - the start of pregnancy, when in the ovum was fertilized by the spermatazoom

4. Embryonic Stage (2 weeks to 8 weeks) - the stage when the implantation is complete, and when the embryo's organs form.

5. Fetal Stage (8 weeks to birth) - the final stage of prenatal development when growth and organ refinement take place, and the developing organism is known as a fetus.

STAGES OF DEVELOPMENT

1. Infancy (birth - 2 weeks)

   A. Neonatal - immediately after birth

   B. Postnatal - approximately after 1 - 2 weeks
2. **Midbrain** - located just above the hindbrain, forming the upper part of the brain system.
   - relays information between the brain and the eyes and ears.

   *Reticular Formation* - groups of nerve cells that can activate other parts of the brain to produce general bodily arousal.

   **Central Core** - controls eating, sleeping and breathing.

3. **Forebrain** - largest part of the brain (left and right hemisphere)

4. **Cerebral Cortex** - cortex in Latin means “cover”
   - **Frontal Lobe** - involved in motor function
   - **Parietal Lobe** - sensation and perception
   - **Temporal Lobe** - language processing
   - **Occipital Lobe** - involves in vision

   **Motor Area** - responsible for the body’s voluntary movement

   **Association Area** - coordination and information

   **Sensory Area** - includes three regions corresponding to the sense:
   - a. Somatic area for touch and pressure
   - b. Auditory corresponds to sounds
   - c. Visual area to sight

5. **Limbic System** - second part of the brain
   - limbic literally means “marginal”

6. **Thalamus** - acts primarily to relay information about senses.

7. **Hypothalamus** - regulates body temperature
Sensory Receptors and the Brain

Sensory receptors are specialized cells that detect and transmit stimulus information to sensory nerves and the brain.

Main classes on the type of energy that is transmitted. These include:
- **Photoreception**
- **Mechanoreception**
- **Chemoreception**

**Seeing** - light is a complicated phenomenon. When people experience light, they are really aware of its dual nature. There are three aspects to the perception of light:

- Brightness
- Color or hue
- Saturation

**Structure of the Eye**

*Cornea* - the transparent “window” through which light enters the eye.

*Aqueous Humor* - water fluid that help to maintain its shape.

*Lens* - bends light rays to form a clear image at the back of the eye.

*Retina* - the innermost tunic of the eye which extends anteriorly only to the ciliary body.

*Iris* - responsible for controlling the diameter and size of the pupil. Also define eye color.

*Pupil* - through which light passes.

*Vitreous Humor* - helps prevent the eyeball from collapsing inward by reinforcing it internally.