both came together to create the idea of applying the methods of science to the study of human behavior

The First Schools: Psychology Emerges as a Science

- Wilhelm Wundt
  - established psychology as an independent science
  - first psychology lab, in Germany (1879)
  - defined psychology as the study of conscious experience
  - typical questions
    - how are sensations turned into mental awareness of the outside world?
    - what are the basic elements of thought?

Psychology comes to America

- Wundt's students start labs across USA (1880 - 1900)
  - Harvard, Yale, Columbia, Cornell, Stanford
  - UW-Madison Psychology department formed 1888

Structuralism

- Edward Titchner
  - analyze consciousness into basic elements and study how they are related
  - introspection - systematic self-observation of one's own conscious experiences

Functionalism

- William James (1842 - 1910)
  - investigate the function, or purpose of consciousness, rather than its structure
  - e.g., bricks and mortar of a house versus its usefulness