• 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