CHAPTER 1: PSYCHOLOGY

**Psychology** – scientific study of **Behavior** (Overt) external, talking, facial expressions, movements and **Mental Process** (Covert) internal, thinking, feeling, remembering, intelligence.

4 Goals:

- **Description** – what's happening?
- **Explanation** – why is it happening?
- **Prediction** – when will it happen again?
- **Control** – how can it be changed?

Wilhelm Wundt: Father of Psychology + Obj introspection (measuring thoughts)

Edward Titchener: Introspection + Structuralism (structure & elements of mind)

William James: survival traits + functionalism

Max Wertheimer, Kurt Koffka, Wolfgang Kohler: Gestalt

Sigmund Freud: Psychoanalysis

John B. Watson: Behaviorism

**Historical school of thoughts:**

1) **Structuralism** – sensations and perceptions

2) **Functionalism** – helps us function in the real world; believed that every experience could be broken down into individual emotions and sensations.

3) **Gestalt** – study of the whole; Phi phenomenon – perception of movement even though they're not. Ex. Christmas Lights

4) **Psychoanalysis** – stressed importance of early life experiences, role of the unconscious, and development through early stages.

5) **Behaviorism** – focus on observation; study of overt and measurable behavior

**Modern Perspective:**

1) **Psychodynamic Perspective** – Sigmund Feud; influence of unconscious mind on conscious behavior, early childhood.

2) **Behavioral** – John B. Watson & B.F Skinner; behavior is learned through conditioning

3) **Humanistic** – Carl Rogers & Abraham Maslow; free will and human potential

4) **Cognitive** – focuses on memory, thought, learning. Conscious-aware, recall

5) **Sociocultural** – behavior based on presence of other individuals.

6) **Biopsychological** – genes, focuses on influences of hormones, disease.