

What is Psychology?

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PSYCHOLOGY: What is it?

ψ Objectives for Today's Class:

- How do we define psychology?
- What are the major psychological perspectives?
- Psychology as a science

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What is Psychology?

ψ The term psychology comes from the Greek roots psyche meaning soul or mind and logos meaning word or study

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### What is Psychology?

- Ψ Psychology is the science of human \_\_\_\_\_
- Ψ Behavior is anything we do \_\_\_\_\_
- Ψ Mental processes are our internal experiences \_\_\_\_\_

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### Why study Psychology?

Psychology helps us \_\_\_\_\_  
\_\_\_\_\_ about  
behavior and mental processes.

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### True or False?

- Ψ The best way to learn and remember information is to "cram," or study it intensively during one concentrated period. \_\_\_\_\_
- Ψ Advertisers and politicians often use subliminal persuasion to influence our behavior. \_\_\_\_\_
- Ψ Punishment is the most effective way to permanently change behavior. \_\_\_\_\_
- Ψ Eyewitness testimony is often unreliable. \_\_\_\_\_
- Ψ Police often use psychics to help solve crimes. \_\_\_\_\_
- Ψ People with schizophrenia have two or more distinct personalities. \_\_\_\_\_

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Psychological information is often misunderstood

It is NOT limited to "common sense" information

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Scientific psychology has four basic goals:

to \_\_\_\_\_  
behavior and mental processes

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Psychological information is based on *empirical evidence*

This is information based on direct

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How Accurate is the Image of  
Psychology?

How would you describe a  
psychologist?

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How about Scientists?

What words would you use to  
describe a scientist?

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Psychologist's ARE scientists!

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### What Do Psychologists Do?

Ψ Psychologists are professionals who study behavior and use behavioral principles in research or applied settings

Ψ Psychologist \_\_\_\_\_

Ψ Psychiatrist \_\_\_\_\_

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### Who hasn't heard of Freud?

Ψ Freud believed that emotional problems are the result of anxiety from \_\_\_\_\_

\_\_\_\_\_

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### Psychoanalytic Theory

Ψ Freud was one of the first to treat \_\_\_\_\_

- The first to provide therapy for patients.

- Developed \_\_\_\_\_

Ψ Freud's theories were the first to suggest this

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## Behaviorism...the opposite of Psychoanalysis

Ψ Behaviorists believe people are controlled by their environment.

\_\_\_\_\_

Ψ We are the result of what we have \_\_\_\_\_ from our environment.



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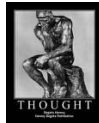
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## Cognitive Psychology

Ψ Cognitive psychologists believe that

\_\_\_\_\_

Ψ The cognitive perspective focuses on such processes as perception, memory, and thinking



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## Biopsychology

Ψ How the brain influences our behaviors, thoughts, and feelings.

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Where do Psychologist's Work?

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Experimental Psychologists  
(usually researchers and professors)

About 1/4<sup>th</sup> of American Psychologists  
work in colleges and universities.

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Applied Psychologists  
(service providers)

The remaining 3/4<sup>ths</sup> work in hospitals, clinics, police  
departments, research institutes, government agencies,  
business and industry, schools, nursing homes,  
counseling centers, and private practice.

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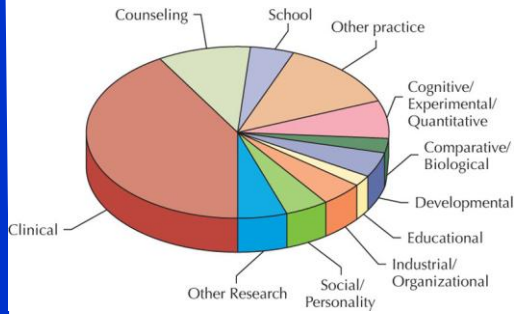
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Percentage of psychology degrees awarded by subfield



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Can you think  
“outside the box?”



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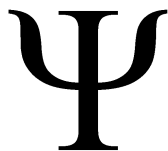
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Next Class-  
Psychology as a Science



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