



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?

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 behavior and mental processes

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ψ Mental processes are our *internal experiences*

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### Why should we study Psychology?

Psychology helps us scientifically evaluate common beliefs and

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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*

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How Accurate is the Image of Psychology?

How would you describe a psychologist?

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Psychologists are critical thinkers.

ψ *Critical thinking* is the process of reflecting deeply and \_\_\_\_\_

- Thinking critically means asking ourselves *how* we know something. \_\_\_\_\_

ψ Critical thinking reduces the likelihood that conclusions will be based on \_\_\_\_\_

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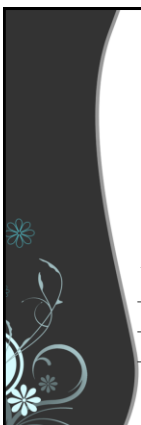
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What Do Psychologists Do?

Psychologists are professionals who study \_\_\_\_\_

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Why do we have so many types of psychologists?



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Who hasn't heard of Freud?

Ψ The Psychodynamic Approach emphasized

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(such as the drive for sex) and society's demands, and early childhood family experiences.

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Behaviorism...the opposite of Psychoanalysis

Ψ Behaviorists believe people are controlled by their environment.

- Behaviorism focuses on observable behavior



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## The Humanistic Approach

ψ Emphasizes a person's positive qualities, the capacity for positive growth, and the freedom to choose one's destiny.

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## Cognitive Psychology

ψ This is the field of psychology that

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ψ Cognitive psychologists are also interested in skills and abilities such as problem solving, decision making and intelligence.



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## Biopsychology

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- Interested in the relationship between the brain and behavior



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The **sociocultural approach** examines the ways in which

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Socioculturalists argue that understanding a person's behavior requires knowing about the cultural context in which the behavior occurs (Matthews & Gallo, 2011).



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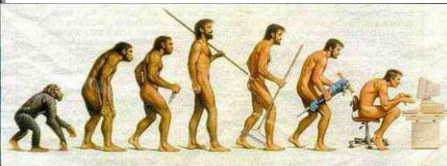
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Some psychologists emphasize an **evolutionary approach** that uses evolutionary ideas such as

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as the basis for explaining specific human behaviors



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Where do  
Psychologist's  
Work?

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### Experimental Psychologists (usually researchers and professors)

About 34% of American Psychologists work in colleges and universities.

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### Applied Psychologists (service providers)

These Psychologists 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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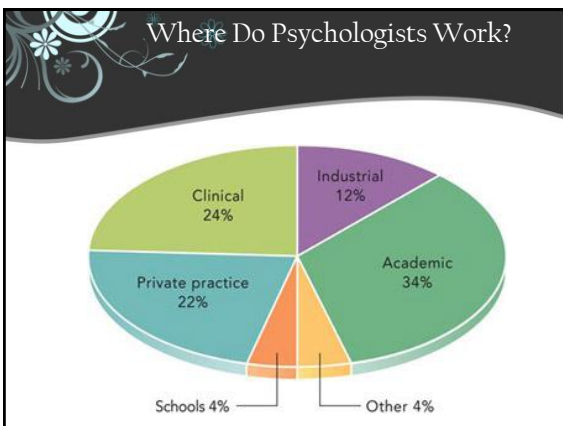
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## What is a Psychiatrist?

ψ Psychologist:  
\_\_\_\_\_ in an area of  
Psychology

ψ Psychiatrist:  
\_\_\_\_\_ with  
specialty in psychiatric medicine

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Can you think  
“outside the box?”



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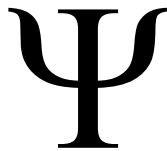
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Next Class-  
Psychology as a Science



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