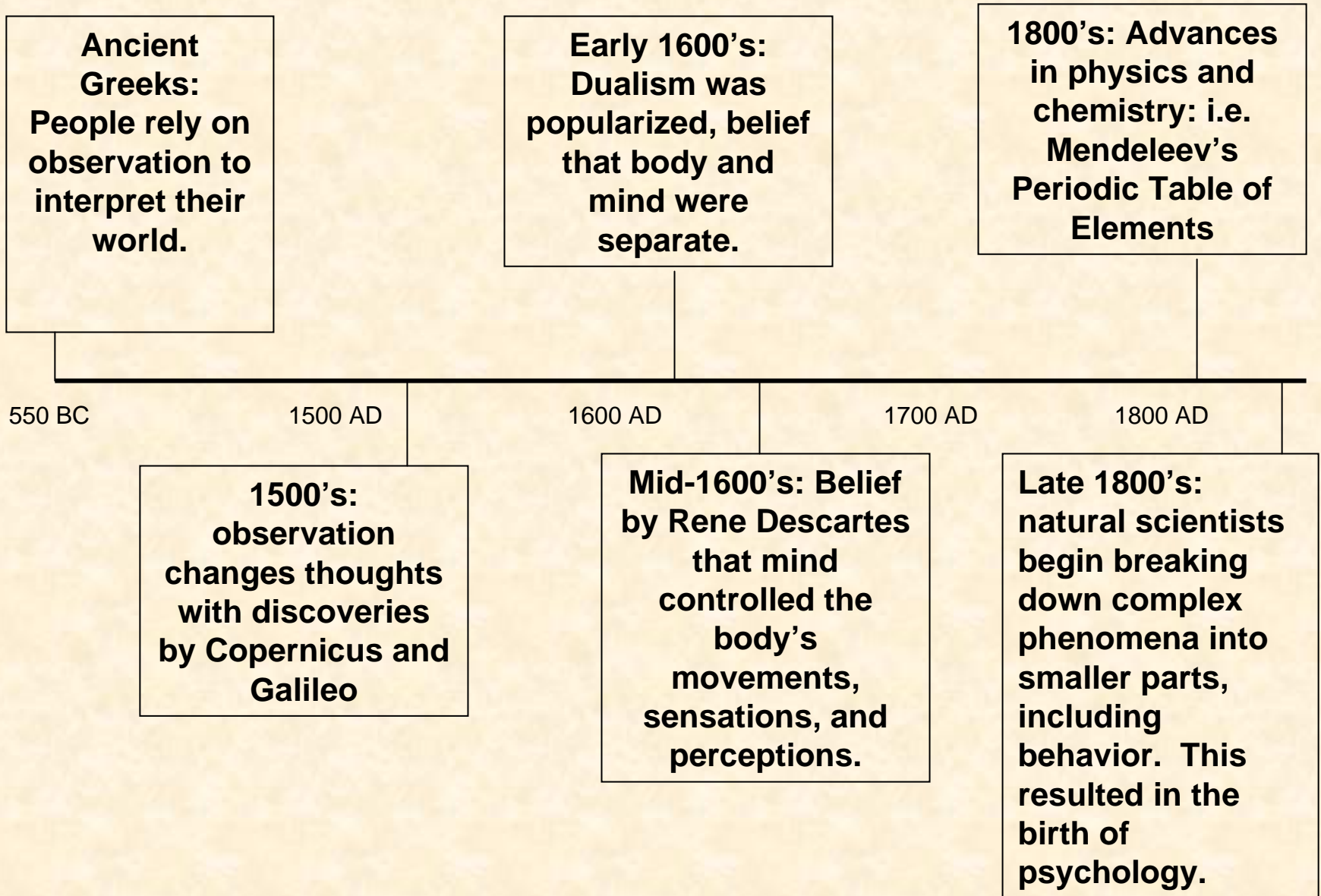


1.2 History of Psychology

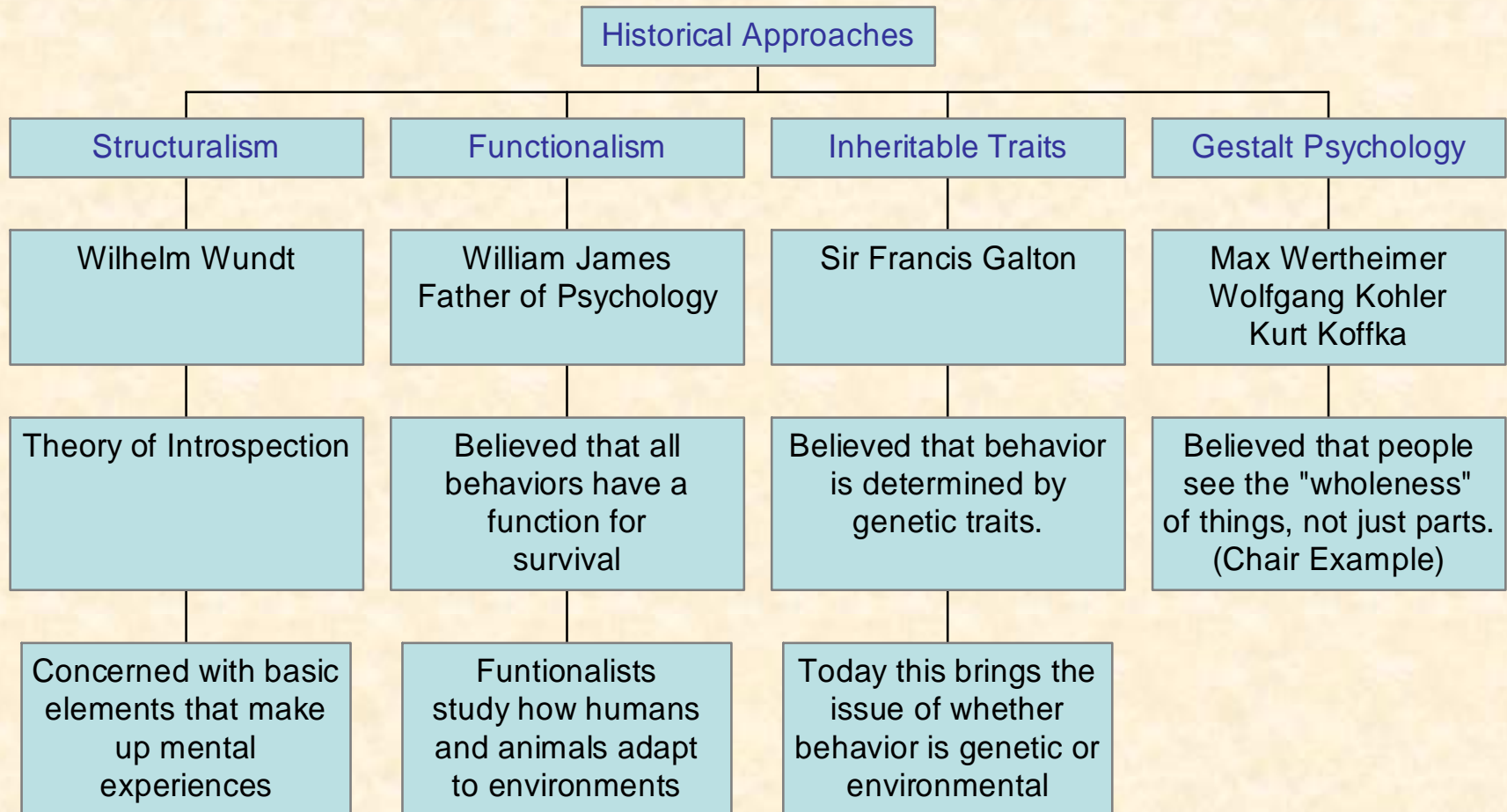
Objectives:

1. Explain important trends in the history of psychology.
2. Identify various approaches to the study of psychology.

I. Origins of Psychology



II. Approaches to Psychology



III. Contemporary Approaches to Psychology

A. Psychoanalytic Psychology:

Sigmund Freud —founder of this approach

Studies how unconscious motives and conflicts determine human behavior.

Methods used by Freud:

- Psychoanalysis
- Free Association
- Dream Analysis

III. Contemporary Approaches to Psychology

B. Behavioral Psychology:

Ivan Pavlov—Founder of this approach

Studies how organisms learn or modify their behavior based on their response to events in the environment. Behaviorists stress investigation by observable behaviors. Behavior is a result of conditioning due to stimuli in the environment and reinforcement for certain behavior.

Notable followers of this approach include:

John B. Watson and B.F. Skinner

III. Contemporary Approaches to Psychology

C. Humanistic Psychology:

Developed as a reaction to behavioral psychology. Followers of this approach stress individual uniqueness and believe that each person is free to direct their own future and personal growth.

Followers of this approach include:

Abraham Maslow, Carl Rogers, and Rollo May

III. Contemporary Approaches to Psychology

D. Cognitive Psychology:

Cognitivists believe that behavior is more than a response to stimuli, it is influenced by a variety of mental processes, including perceptions, memories, and expectations. Cognitivists are concerned with how people process, store, and retrieve information in ways that impact behavior.

Noteable Followers of the Approach: Jean Piaget, Noam Chomsky, and Leon Festinger.

III. Contemporary Approaches to Psychology

E. Biological Psychology:

Followers of this approach are concerned with how biology impacts our behavior. Psychobiologists study how the brain, nervous system, hormones, and genetic factors affect behavior.

Example: Autistic children have a genetic defect that regulate serotonin.

III. Contemporary Approaches to Psychology

F. Sociological Psychology:

Followers believe that our behaviors are a result of the culture to which we belong. Behaviors are influenced by attitudes, values, beliefs, and social norms as well as socioeconomic status and gender.