

### *Chapter 1*

## WHAT IS PSYCHOLOGY

Section 1: Why Study Psychology?

Section 2: What Psychologists Do

Section 3: A History of Psychology

Section 4: Contemporary Perspectives

Question: What are the goals of psychology, and how is psychology a science?

## GOALS OF PSYCHOLOGY

- Observe
- Describe behavior
- Explain
- Predict
- Control

Question: What are the goals of psychology, and how is psychology a science?

## THE SCIENCE OF PSYCHOLOGY

Psychology is a social science but has its foundation in the natural sciences. It deals with the structure of human society and interactions of individuals who make up society.

Question: What do psychologists do, and what are their areas of specialization?

## PSYCHOLOGISTS

- Test ideas using various research methods such as surveys and experimentation
- Consult and teach

Question: What do psychologists do, and what are their areas of specialization?

## AREAS OF SPECIALIZATION

- Clinical – the largest group – treat psychological problems
- Counseling – treat adjustment problems
- School – deal with students who have problems that interfere with learning
- Educational Psychologist – focus on course planning and instructional methods

Question: What do psychologists do, and what are their areas of specialization?

### AREAS OF SPECIALIZATION *(continued)*

- Personality Psychologist – identify characteristics or traits
- Social Psychologist – concerned with people's behavior in social situations
- Experimental Psychologist – conduct research into basic processes

Question: What do psychologists do, and what are their areas of specialization?

### AREAS OF SPECIALIZATION *(continued)*

- Industrial and Organizational Psychologist – focus on people in work and business
- Environmental Psychologist – focus on ways in which people influence and are influenced by physical environment
- Consumer Psychologist – study the behavior of shoppers to explain and predict behavior

Question: What do psychologists do, and what are their areas of specialization?

### AREAS OF SPECIALIZATION *(continued)*

- Forensic Psychologist – are concerned with how psychological problems give rise to criminal behavior
- Health Psychologist – study the ways in which behavior and mental processes are related to physical health



Question: How has the study of psychology developed over time?

## PSYCHOLOGY DEVELOPED OVER TIME

- Began in ancient Greece
- Revived during the scientific advances of the 1500s, 1600s and 1700s
- Contributions were made by modern psychologists such as *William James*, *B.F. Skinner*, and *Sigmund Freud*

Question: What are the seven main contemporary perspectives in psychology?

## SEVEN MAIN CONTEMPORARY PERSPECTIVES IN PSYCHOLOGY

- Biological – nervous system, glands, hormones, genetic factors
- Evolutionary – physical traits, social behavior
- Cognitive – interpretation of mental images, thinking, language
- Humanistic – self-concept

Question: What are the seven main contemporary perspectives in psychology?

### SEVEN MAIN CONTEMPORARY PERSPECTIVES IN PSYCHOLOGY *(continued)*

- Psychoanalytic – environmental influences, learning, observational learning
- Learning – effects of experience on behavior
- Sociocultural – ethnicity, gender, culture, socioeconomic status

Question:

What are the goals of psychology?

