

# Psychology

Studying the mind of the  
individual

# Who are these Psychologists?

- They study how and why humans act as they do
- Instead of studying how humans function in cultures or societies, psychologists focus on the individual, and the personal and unique experiences that influence how the individual acts and thinks

# Types of Psychology

## Experimental Psychology

- The branch of the discipline that sets up experiments to see how individuals act in particular situations
- Question - Would you help a complete stranger that was being threatened with violence from another person?

# The Case of Kitty Genovese

- The Case of Kitty Genovese - Kitty was murdered on the street outside her New York City apartment after loud shouting was heard - 38 people witnessed the murder but did nothing to stop it
- Psychologists have long been interested in our unwillingness to get involved in uncomfortable situations even if someone's personal safety is at risk
- People have a tendency see themselves as bystanders in such situations rather than as **ACTORS**
- **ACTORS** are people who become active participants in a situation

# Clinical Psychology

- **CLINICAL PSYCHOLOGY** is the branch of the discipline that develops programs for treating individuals suffering from mental illnesses and behavioural disorders
- Eg. Psychologists treat dangerous offenders in federal prisons in an attempt to prevent them from reoffending on release

# Psychological Schools of Thought

Like the other social sciences, psychology has been divided into a number of schools of thought

- Psychoanalytic Theory
- Behaviouralism
- Learning Theory

# Psychoanalytic Theory

- The mind is divided into two parts: the conscious and the unconscious
- We are aware of our conscious but not aware of our unconscious
- According to psychologists, our unconscious mind has more influence than our conscious mind on our personalities and our behaviour

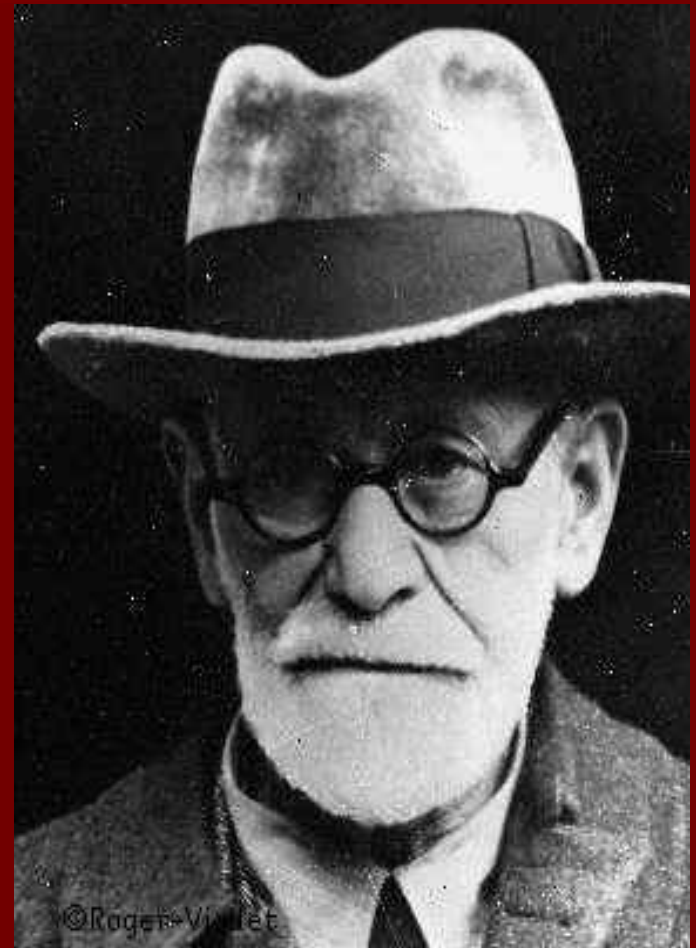
# The Unconscious Mind

The Unconscious mind is divided into three parts:

1. Id – which encourages us to seek physical satisfaction
2. Superego – prompts us to do the moral thing, not the one that feels best
3. Ego – the referee between the two and deals with external reality, this is our most conscious self

# Sigmund Freud

- The founder of psychoanalytic theory
- He believed our early childhood experiences, usually involving our relationships with parents and family, are stored in our unconscious mind
- While we are normally unaware of these memories, they can have a powerful influence on the way we function



# Alfred Adler (1870-1937)

- Adler believed that difficulties people encounter in gaining self-esteem and recognition, if not overcome by the normal means lead to compensatory behaviour and resultant personality disorders which are now widely referred to as an *inferiority complex*.



# Carl Jung (1875-1961)

- Responsible for the identification of the *Extroverted* (outward-looking) and *Introverted* (inward-looking) personality types.
- Worked closely with Freud but split later in their careers
- The other aspect of Jung's work which has been very influential is his approach to the analysis of dreams.

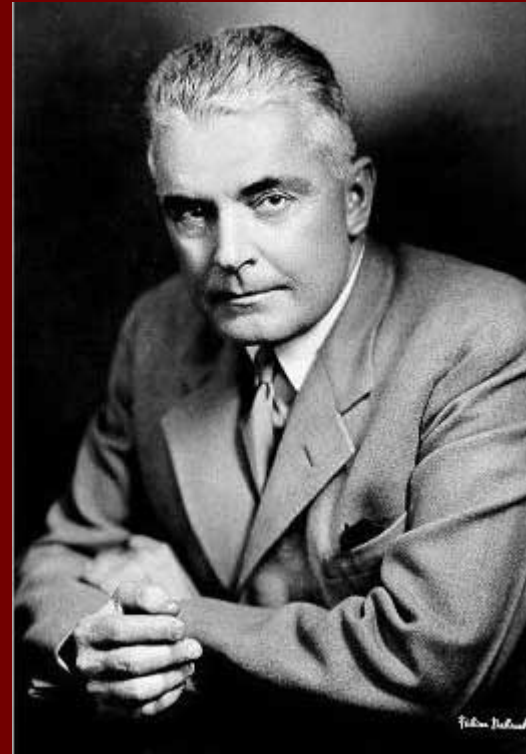


# Behaviouralism

- Behaviourists believe that psychologists can predict and control or modify human behaviour by identifying the factors that motivate it in the first place
- Behaviourists placed particular stress on the early childhood years, and the rules or practices parents use to raise their children because they believe these methods have a huge influence on the character of individuals even into adulthood

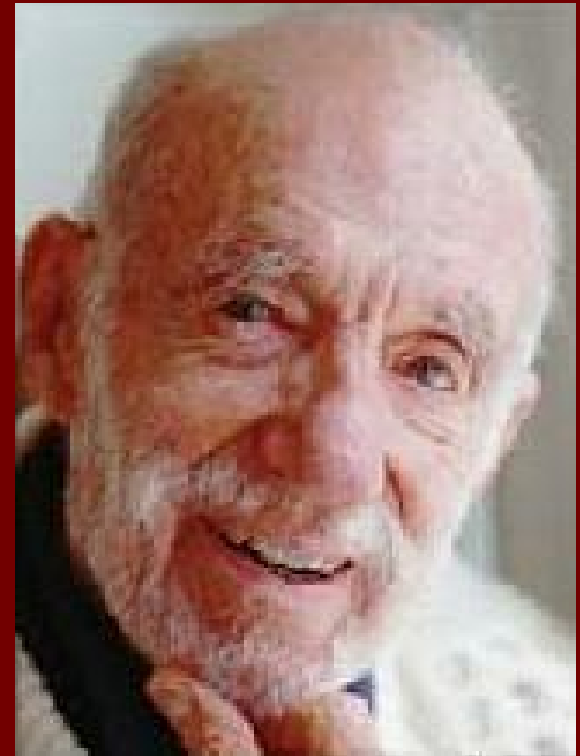
# Charles B. Watson (1878-1958)

- The founder of behaviouralism
- He used animal experiments to determine whether strict or flexible learning patterns are more effective
- He believed children should be brought up using strictly scheduled, rules-based models.



# Benjamin Spock (1903-1998)

- He believed that a permissive approach to child rearing, rather than a strict one, would result in successful, well-adjusted adults.
- He encouraged parents to be loving, flexible and supportive

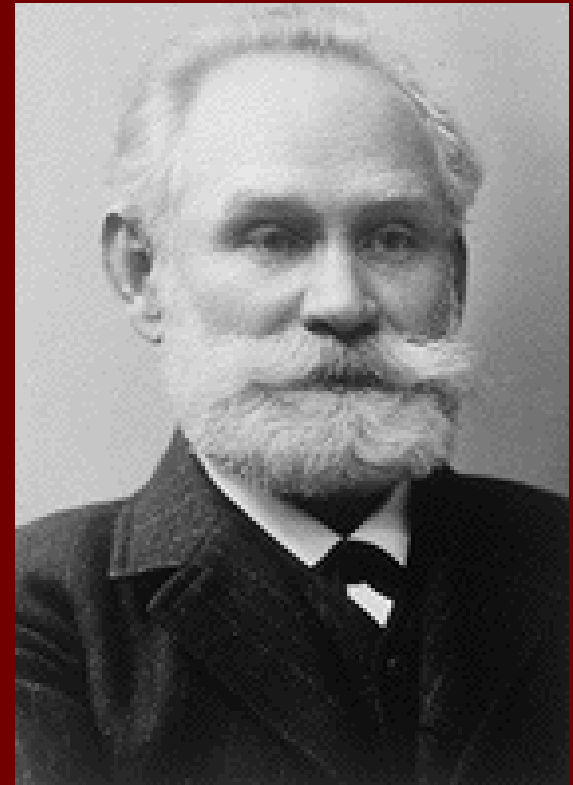


# Learning Theory

- Learning Theorists agree that humans are born with little instinct but much learning potential
- They believe that most human behaviour is learned, especially in child and youth

# Ivan Pavlov (1849-1936)

- Pavlov's experiments with dogs showed that it was possible to get a dog to associate the sound of a bell with the imminent arrival of food
- At the sound of a bell, the dog would salivate in anticipation



# B.F. Skinner (1904-1990)

- Skinner proved that pigeons could be trained to peck at a particular coloured disk to get food rewards
- Rats received food rewards for pressing a bar in a complicated sequence leading many theorists to believe that learning was a **STIMULUS-RESPONSE** effect
- He believed that if the subject is correctly stimulated it will give the appropriate response



# Alfred Bandura (Born in 1925)

- Bandura concluded that learning is largely a modelling experience
- When humans observe behaviour – either acceptable or unacceptable – they are more likely to practise it
- Question - What does this mean to us?