

## Evolution of Psychology

- Psyche = Soul + Logos = Soul/Spirit/Mind
- William Wundt
  - Trained physiologist
  - Campaigned to make psychology an independent discipline rather than a stepchild of philosophy or physiology.
  - 1879: Wundt established the first formal laboratory for research in psychology at the University of Leipzig.
    - Date of birth for psychology.
- Schools of Psychology:
  - Structuralism: Based on the notion that the task of psychology is to analyse consciousness into its basic elements and investigate how these elements are related.
    - Edward Titchener
    - Introspection: Careful, systematic self-observation of one's own conscious experience.
  - Functionalism: Based on the belief that psychology should investigate the function or purpose of consciousness, rather than its structure.
    - William James
- John B. Watson
  - Tried to redefine what psychology should be about, and proposed that psychologists abandon the study of consciousness altogether.
    - Believed that mental processes are not a proper subject for scientific study because they are ultimately private events.
  - Forced to resign from John Hopkins University and his study of psychology due to divorce scandal, but then went on to become a successful advertising executive.
    - Established himself as the public spokesperson for the profession of psychology and an expert on subjects ranging from childbearing to economic = Became public face of the discipline that banished him.
- B. F. Skinner
  - Believed that organisms tend to repeat responses that lead to positive outcomes, and they tend not to repeat responses that lead to neutral or negative outcomes.
  - Believed that people are controlled by their environment, not by themselves = Free will is an illusion.
- Applied Psychology: Branch of psychology concerned with every day, practical problems.
- Clinical Psychology: Branch of psychology concerned with the diagnosis and treatment of psychological problems and disorders.

Perspective and Influential Period	Principal Contributors	Definition	Subject Matter	Basic Premise	Other
Behavioural (1913 – Present)	John B. Watson Ivan Pavlov B. F. Skinner	Theoretical orientation based on the premise that scientific psychology should only study observable behaviour.	Effects of environment on the overt behaviour of humans and animals.	Only observable events (stimulus-response relations) can be studied scientifically.	<p>Criticism: Preoccupation with the study of simple animal behaviour. Suggested that people are not the masters of their own destiny.</p> <p>Behaviour: Refers to any overt (observable) response or activity by an organism</p> <p>Use of Animals: Experimenters can exert considerable control over their subjects.</p>
Psychoanalytic (1900 – Present)	Sigmund Freud Carl Jung Alfred Adler	Attempts to explain personality, motivation, and mental disorders by focusing on unconscious determinants of behaviour.	Unconscious determinants of behaviour.	Unconscious motives and experiences in early childhood govern personality and mental disorder.	<p>Attacked: Belief that behaviour is dominated by primitive, sexual urges. Suggested that people are not the masters of their own destiny.</p> <p>Unconscious: Contains thoughts, memories, and desires that are well below the surface of conscious awareness but that nonetheless exert great influence on society.</p>



- Professional Specialties:

- Psychiatry: Branch of medicine concerned with the diagnosis and treatment of psychological problems and disorders.

Specialty	Focus of professional practice
Clinical Psychology	Concerned with evaluation diagnosis and treatment of individual's with psychological disorders, as well as treatment of less severe behavioural and emotional problems. Principal Activities: Interviewing clients, psychological testing and providing group or individual psychotherapy.
Counselling Psychology	Provide assistance to people struggling with everyday problems of moderate severity; they often specialise in family, marital or career counselling. Principal Activities: Interviewing clients, psychological testing and providing psychotherapy.
Industrial and Organisation Psychology	Tasks: Running HR departments, work to improve staff morale and attitudes, strive to increase job satisfaction and productivity, examine organisation structures and procedures, and make recommendations for improvement. Work in the world of business and industry.
School Psychology	Strive to promote the cognitive, emotional and social development of children in schools. Test and counsel children having difficulties in school and aid parents and teacher in solving school-related problems.
Clinical Neuropsychology	Involved in the assessment and treatment of people who suffer from CNS dysfunctions due to head trauma, dementia, stroke, seizure disorders, etc.
Forensic Psychology	Apply psychological principles to issues arising in the legal system; child custody decisions, hearings or competency to stand trial, violence risk assessments, involuntary commitment proceedings, etc.

- Themes of psychology

- Empiricism: The premise that knowledge should be acquired through observation.
  - Conclusions are based on direct observation rather than on reasoning, speculation, traditional beliefs, or common sense.
- Theory: A system of interrelated ideas used to explain a set of observations.
  - Links apparently unrelated observations and tries to explain them.
- Socio-historical: Interconnections between what happens in psychology and what happens in society (trends, events, issues and values).
- Behaviour is exceedingly complex, and most aspects of behaviour are determined by multiple causes.
  - Multifactorial Causation of Behaviour: Behaviour is governed by a complex network of interacting factors.
  - Complexity of causation is the rule, rather than the exception.
- Culture: Refers to the widely shared customs, beliefs, values, norms, institutions and other products of a community that are transmitted socially across generations.
  - Outside: Identify various customs, practices and institutions that mould people's behaviour.
  - Inside: Everything that happens to a person is viewed through a cultural lens – a way of thinking that cannot be set aside.
- Nature v Nurture
- Motive and experiences colour people's experiences.
  - Individual's see what they want to see or what they expect to see.