Lecture 1: Introduction

Define psychology. Distinguish between "pure" and "applied" psychology

Psychology is the scientific study of human behaviour

Area	Pure psychology	Applied psychology
Main aim	Scientific study on behaviour	Application of everyday events
Strengths	- Empiricism - Don't overgeneralize - Good measurement	- Exploration - Create new theories to test-evaluate - Interesting
Weakness	- Dull, boring - Fails to explain everyday thinking - All theory - Conservative	- Is it true, does it have scientific veracity? - Measurement problem

What are the myths of psychology and how are they created?

- Word of mouth
- Quest for easy answers
- Selective perception and memory
- Infer causation from correlation
- Exposure to biased sample
- Terminology confusion

What are the three historical influences of modern Western psychology?

- Philosophy
- Theology
- Science

Distinguish between individualism and collectivism and outline the hypothetical link between ancient philosophy and everyday thinking

1. Power-distance - level of acceptance by individuals in a society of the unequal distribution of power in that society
2. Uncertainty-avoidance – the extent to which people in a society feel threatened by ambiguous situations
3. Individualism – the tendency of people to fend for themselves and their families
4. Masculinity-femininity – degree that traditional masculine values dominate over feminine values
5. Long term orientation – extent to which a society exhibits a pragmatic future-orientated perspective rather than a conventional, historic, traditional short term view