

- Poll everywhere-
- Psychology
  - Scientific study of mind and behavior
    - Mind
      - Refers to mental processes and events
        - Consciousness, emotion, motivation, cognition (thought, memory, language, etc)
    - Behavior
      - Potentially all observable or measurable activities of a living organism (not necessarily human)
- Roots of psychology
  - Created from union of bio and philosophy
- Psychology as an empirical science
  - “Amiable skepticism” (critical thinking) vs.
    - Common sense
    - Intuition
      - Gut feeling-knowing from within
    - Authority
- How to maintain a balance between openness to new ideas and skepticism?
  - Critical thinking as intellectual self-defense
    - Critical thinking is rational
    - Thinker is often aware of biases
    - Thinker is always ready to revise previously held beliefs in light of new evidence
    - Thinker reflects
- Nature vs. nurture
  - Are psychological characteristics a product of nature or nurture?
    - Bio innate or acquired through education, experience, and culture
  - Nature ex) heredity
  - Nurture ex) religion
- Bio is increasingly important
  - Bio research
    - Brain chemistry
      - Chemicals (neurotransmitters) communicate messages thru nerve cells
      - New insights into mental activity, behavior, and treatments
    - Human genome
      - Basic genetic code for human body
      - Links between genes and behavior
      - Treatment using genetic manipulation
    - Working brain
      - Using neuroscience methods

- Consistent patterns of brains activity associated with specific mental tasks
    - Some localization of function but typically many brain regions involved
- Mind is adaptive
  - From neuroplasticity to phobias
    - Solving problems but can be maladaptive
- Multiple levels of analysis
  - Biological
    - Smallest level
    - Physical body contributes
    - Neurochemical and genetic processes
  - Individual
    - Most common and most interested
    - Personality differences that affect how people perceive and know the world
  - Social
    - How a group context affects how we interact influence and each other
  - Cultural
    - How different cultures shape thoughts, feelings, and actions of people in them
- Unaware of all influences on behavior, thinking, mind, etc.
  - By subtle environmental factors, even when they are unaware of these factors
  - Priming
  - Role of unconscious- Sigmund Freud
  - "automaticity of daily life"
  - Only aware of a fraction of environmental influences