

## **The Subfields of Psychology**

### **Biological Foundations**

- Behavioral neuroscience

### **Experimental Psychology**

- Cognitive Psychology
  - > Memory, language, problem solving

### **Change and Stability in Behavior across the Lifespan**

- Developmental Psy.
- Personality Psy.

### **Physical and Mental Health**

- Health Psy.
- Clinical Psy.
- Counseling Psy.
- Forensic Psy.

### **Social Networks and Behavior**

- Social Psy.
- Cross-cultural Psy.

*Understanding the different subfields is important because it allows us to look at the same behavior in multiple ways*

T or F

Men receive the majority of doctoral degrees in psychology

False

### **Working at Psychology**

About 300,000 Psychologists in the Us

- Women (75%) outnumber men (%25)
- 6% from racial minority groups

Most have doctoral degrees (Ph.D. or Psy.D.), while some have Master's degrees

Research, practice, or teach

Psychologists are different from psychiatrists

What can you do with a bachelor's degree in psychology?

- Marketing or sales
- Human resources
- Psychiatric technician
- Career counselor
- Probation officer
- Writer
- Child or elder care

- Laboratory assistant
- CPS or foster care
- Hospice
- Health educator
- Sports team manager
- Non-profit organizations
- Research at a hospital

### Structuralism

Wilhelm Wundt

Structuralism breaks conscious experiences into

- Objective sensations (sight, taste), and
- subjective feelings (emotional responses, will)
- mental images (memories, dreams)

Mind functions by combining objective and subjective elements of experience

### Functionalism

William James

Functionalism focused on behavior in addition to mind and consciousness

Used direct observations to supplement introspection (the examination one's own mental and emotional processes)

Influenced by Darwin's theory of evolution

- Adaptive behavior patterns are learned and maintained

### Behaviorism

John Broadus Watson

- Focuses on learning observable behavior

B.F. Skinner

- Learned behavior is behavior that is reinforced the study of observable, measurable behavior

Studies the relationships between stimuli and responses

- Focuses on teaching behavior through reinforcement

### Gestalt Psychology

Gestalt focused on perception and its influence on thinking and problem solving

- Perceptions are more than sum of their parts
- Learning is active and purposeful
- Flash of insight

### Psychoanalysis/Psychodynamic

Sigmund Freud

Psychoanalysis

- Influence of unconscious ideas and conflicts that originate in childhood

Neoanalysts focus more on conscious choice and self-direction than unconscious processes

- Karen Horney
- Erik Erikson

### Biological Perspective

Seek relationships between brain and behavior and mental processes

- Role of heredity
- Evolution

### Cognitive Perspective

Concerned with ways we mentally represent the world and process information

- Learning, memory, problem-solving, judgments, decision-making, and language

### Humanistic - Existential Perspective

Humanism stresses human capacity for self-fulfillment

- Role of consciousness, self-awareness, decision making

Existentialism stresses free choice and personal responsibility

- Carl Rogers
- Abraham Maslow

### Four Goals of Psychology

Describe Behavior

Predict Behavior

- Where, when, how it is occurring

Understand/Explain Behavior

- Draw some conclusions, make some hypotheses

Change/Control Behavior

To Improve the lives of people and the world in which they live.

### The Scientific Method

Step 1: Identify questions of interest

Step 2: Formulating an explanation

Step 3: Carrying out research designed to support or refute the explanation

Step 4: Communicating the findings

### Psychological Research

Descriptive Research: Designed to systematically investigate a person, group, or patterns of behavior.

- Archival research
- Naturalistic observation
- Survey research: Used to collect information that cannot be observed directly
- Case study: Intensive investigation of an individual or small group
- Sometimes used to investigate rarities