PSYC 1101 vs. PSYC 1100
Social Science vs. Natural Science

- Social Sciences: anthropology, communication studies, economics, history, political science, sociology, psychology, etc.

- Natural Sciences: physics, chemistry, biology, astronomy, oceanography, psychology, etc.

Psychology as a Social Science

- Developmental Psychology
- Sex & Gender
- Personality
- Health Psychology: Stress and Well-Being
- Abnormal Psychology: Disorders
- Clinical Psychology: Treatments
- Motivation
- Social Psychology
- Industrial & Organizational Psychology
### Perspectives on Psychology

- biological
- behavioral
- psychodynamic
- humanistic
- cognitive
- evolutionary
- sociocultural

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### Perspectives on... what, though?

The ABC’s:

- emotions
- behaviors
- thoughts

(um, wait...)
Perspectives on... what, though?

The ABC’s:
  • Affect
  • Behavior
  • Cognition

Perspectives on... what, though?

• emotions
• behaviors
• thoughts

so remember these as THE ABC’s:
• affect
• behavior
• cognition
Psychology as “the science of mind and behavior”

Historical outline of psychology
1879: Wilhelm Wundt in Leipzig, Germany, founds the first laboratory dedicated to psychology, separating psychology from philosophy for the first time: STRUCTURALISM (Titchener in US) looks for elements of thought
1913: John Broadus Watson declares that to be a science, psychology must only study the observable and thus must be a science of behavior, rather than of mind; this inaugurates roughly six decades of dominance of American psychology by BEHAVIORISM.
1967: an arbitrary date for the beginning of COGNITIVISM - Ulric Neisser publishes his textbook Cognitive Psychology, outlining the areas of study (e.g., attention, memory, perception, language) that had begun yielding to investigation in the last decade, and presenting a consensus on the new information processing view of the field that solidified its popularity and led to its rapid ascendance.

Functionalism (1890’s-1930’s)
- influenced by William James and Darwinian evolutionary theory, which assumed mind had a function useful to an animal’s survival
- opposed to structuralism: instead of understanding elements and structure of mind through introspection, study how mind and behavior better adapt an organism to its environment
- interested in both mind and behavior -- so methods included introspection, but also puzzle boxes, mazes, mental tests, etc.
- studied animal behavior as well as special human populations (children, mentally ill)
- interested in practical applications (in self-improvement, education, industry, etc.) as well as theorizing
- interested in motivation of behavior, whereas structuralism didn’t depend on motivation
- interested in individual differences (e.g., in intelligence, motivation, etc.), instead of solely focusing on universal characteristics of mind
Gestalt Psychology

– Gestalt psychologists (Germany in 1900’s, U.S. in 1940’s)
– Retinal image + INNATE LAWS of ORGANIZATION --> percept (organized into set of objects)
– Principles of perceptual organization: grouping by proximity, similarity, good continuation, closure
– Apparent Motion: the phi-phenomenon: stimulus present in two locations within short time interval is seen as one moving stimulus; no moving stimulus though! (i.e., no sensations of movement)
– Perception is always in the direction of the simplest, most economical configuration
– The WHOLE is different from the sum of the parts
– Kurt Lewin 1890-1947: person is an element in the whole which is society; context of the whole affects identity of elements

Figure 6.17: Perceptual segregation
Figure 6.10: Apparent movement
Figure 6.20: Reversible figure-ground pattern

Figure 6.33: The Necker cube
Psychoanalysis

- Sigismund Schlomo Freud May 6 1856 - September 23 1939
- 1873-1881 medical student at University of Vienna (Austria) researching neurophysiology and studying philosophy
- 1876 - Where are the male eel's sex organs? Can't find them!
- 1882-1888 doctor at Vienna General Hospital
- 1886 begins private practice focusing on nervous disorders (medical psychopathology); ailments mental in origin?
- tries and eventually abandons therapeutic hypnosis and cocaine; finally settles on listening to patient’s talk
- 1890s concludes unconscious ideas (especially sexual ones) caused mental and physical troubles; 1899 dreams are the key to discovering these unconscious influences
- 1905-1915 psychosexual development, Oedipus complex
- 1920s id ego superego formed through developmental stages and Oedipal conflict
**Psychology as “the science of experimental epistemology”**

**Outline of Epistemology for Psychology**

<table>
<thead>
<tr>
<th>Foundations</th>
<th>Modern Philosophy</th>
<th>Modern Psychology</th>
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<tbody>
<tr>
<td><strong>RATIONALISM</strong></td>
<td></td>
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<tr>
<td>Plato d. 347 BC</td>
<td>Descartes 1641</td>
<td>Kant 1781</td>
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<tr>
<td><strong>EMPIRICISM</strong></td>
<td></td>
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<tr>
<td>Aristotle d. 322 BC</td>
<td>Locke 1690 Berkeley 1710 Hume 1748</td>
<td>Skinner 1957</td>
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<table>
<thead>
<tr>
<th>RATIONALISM / NATIVISM</th>
<th>EMPIRICISM / ASSOCIATIONISM</th>
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<tr>
<td>What is the origin of knowledge?</td>
<td></td>
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<tr>
<td>born with innate ideas; experience provides occasion for knowing; &quot;nativism&quot;</td>
<td>born as clean slate (&quot;tabula rasa&quot;); experience is source of knowledge; &quot;empiricism&quot;</td>
</tr>
<tr>
<td>How is knowledge arrived at?</td>
<td></td>
</tr>
<tr>
<td>learn by operation of mind – manipulation of concepts and ideas; &quot;rationalism&quot;</td>
<td>learn by connecting experiences in world; &quot;associationism&quot;</td>
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