Concept and Goals of Psychology

2017, BBA Patan Campus

- The word/slang "Psyche" is very popular
- "Pseudoscience" is also putting grip in society
- **Psychology** is not false science
- Psychology/psychologist are not
  - Mind reading
  - Astrology
  - numerology
  - Fortune predicting
  - Capable of mental telepathy

- Psychology not just a fancy name for common sense ?

- Study of Behavior
- Study of mental process

And how they affected by an organism's **physical state, mental state and external environment**

- Defining psychology is not a simple matter due to its dynamic nature
- Most of the great thinkers of history from **Aristotle** to **Zoraster** raised the questions and faced criticism, controversies and confusions to set the psychology.

- They wanted to know
  - How people think
  - How people take information through their senses
  - How people use information to solve problems
  - They wonder about the nature of the emotion and whether it controls us or we control it

- We all are interested in how people act ?
  - Some put interest in homosexual relationship and some totally against it
  - Some pass life being happily marriage and some want to live single

    PSYCHOLOGY is over all knowledge about the action of individual

- BUT "PSYCHOLOGY" IS JUST NOT ABOUT "BEHAVIOR"

- Psyche (Soul) + Logos (Study) = **PSYCHOLOGY**

Derived from Greek word **PSYCHE** and **LOGOS**

Greek Philosophers : **Psychology is the study of Soul**

- Psychology was coined by **Rudolf Goeckle in 1590**

- Today "**PSYCHOLOGY is defined as the science of behavior and mental processes**"

We can define psychology as

Zimbardo in 1997 defined

- **"the scientific study of the behavior of individuals and their mental process"**

– Robert S. Feldman, 2000 defined

- **"scientific study of human behavior and mental process "**

- Psychology is both an academic and applied discipline
- Psychology study such phenomena as **perception, cognition, emotion, personality, behavior and interpersonal relationship**

Key Components

- Science
- Behavior
- Mental process

What do psychologist do?

Research: Forming new theories and testing

Therapy: Apply knowledge to help people

Teach: In classrooms and workshops

Area of Specialization

- **Clinical**: treat psychological problem
- **Counseling**: treat adjustment problems
- **School:** deal with those who have problems that interfere with learning
- **Educational Psychologist**: focus on course planning and instructional methods
- Personality **Psychologist**: identify characteristics or traits

Contd..

- **Social Psychologist**: concerned with people's behavior and social situations
- **Experimental Psychologist:** conduct research into basic processes
- **Industrial / organizational Psychologist:** focus on people in work and business
- **Environmental psychologist:** focus on environmental issues

Contd..

- **Consumer psychologist:** study the behavior of shoppers to explain and predict the behavior
- **Forensic Psychologist:** study the ways in which behavior and mental processes are related to physical health

Goals of Psychology

1. **Describe-** Description of behavior using careful observation

    Description
    – What is happening?

Goals of Psychology

2. Explain- Identifying the causes of behavior

Explanation
- Why is it happening?
- Theory
  - Explanation of a set of observations or facts

3. Predict- It allows to specify the condition under which particular behavior occur or not

- Prediction
  - Will it happen again?

4. Control- To bring change in behavior

– How can it be changed?

History of Psychology

- As old as history of human being
- Aristotle (384-322 BC) often regarded as the father of Psychology

  Aristotle suggested that soul is connected to body and the knowledge grow from experience.

Aristotle (384-322 BC)

Painted by S. Uchii, 2003

- **Socrates (469-399 BC) and Plato (428-348)**
- They believed that the mind was separated from the body, that it continued to exist after death and that ideas were innate

Rene Descartes (1596- 1650)

- Believed soul (mind) and body are separated but immaterial mind and physical body communicate at pineal gland.

- Mind and body can influence each other

- Formulated the theory on mind-body interaction

John Locke (1932-1704)

- He described mind as a **Tabula rasa** at birth and experiences writes on it.

- **Two types of Experiences**
  - **External (sensation):** Interaction with outer world
  - **Internal (reflection):** acts of mind like knowing, remembering, doubting etc

What is the relation of the mind to the body

Connected

- The Hebrews
- Aristotle
- Augustine

Distinct

- Socrates
- Plato
- Descartes

How are ideas formed

Some ideas are inborn

- Socrates

- Plato

- Descartes

Mind is blank

- Aristotle

- Locke

Birth of Psychological Science

- The birth of Psychology as a formal science can be traced back to 1879.
- It was founded by **Wilhelm Wundt** in Leipzig, Germany

Important People in the Dev't. of Psychology

Wilhelm Wundt - in his laboratory in Leipzig, Germany

Schools of Psychology

- Structuralism (1875-1930)
- Functionalism (1890-1930)
- Behaviorism (from 1913 to present)
- Gestalt (1912-1940)
- Psychoanalysis (1900- present)
- Humanistic (1950 to present)
- Cognitive (1950 to present)

Structuralism

- Structuralism was the first school of psychology (late 19th century)

- It focused on breaking down mental processes –

  - for example: Memory, association, and cognition - into their most basic elements. Essentially, it is the study of how we think, and why we feel the way we do.

Contd…

- **Wilhelm Wundt** founded the study of consciousness
- His work was then expanded and formalized into an official school of thought by his student, **Edward B Titchener**

as **Structuralism**

contd...

- They believe mind is made up of building blocks of various types of sensation and perception.

- Method of study was introspection
  based on weight, color, texture

In introspection technique, subjects were trained to observe and report as accurately as they could their mental processes, feelings, and experiences.

Contd..

Criticism

- ❑ Structuralism is highly subjective
- ❑ lacks reliability
- ❑ inconsistence

Functionalism

- Second school of thought developed in reaction to **Structuralism**
- Functionalism was heavily influenced by the work of William James, and by Darwinian evolutionary theory

Contd…..

- functionalism focuses on the purpose of consciousness.
- operation system of mind

Study of elements of mind is not enough to define behavior.

- Experiments on
  - What people do?
  - How people do it?
  - Why do they do it?

Major Contributers

- William James

- John Dewey

- Harvey Carr

- Jhon Angell

"Just by altering the attitude of mind man can alter his life"

William James

Behaviorism

- Empirically-based science of behavior
- Experimental analysis of stimulus-response (S-R)
- Dominant in American psychology
- Mental or cognitive phenomena not meaningful to study
- Only overt behavior can be studied scientifically
- Carefully controlled lab
- studies of animal learning

John B Watson

Behaviorists

- **John B Watson**

- **Ivan Pavlov**

- **Edward Thorndike**

- **B.F. Skinner**

Behaviourists (before Dr. Phil)

- Ivan Pavlov

  Classic Conditioning (stimulus-response)

- Edward Thorndike

- John B. Watson

  Experimental approach only

- B.F. Skinner

  Operand Conditioning
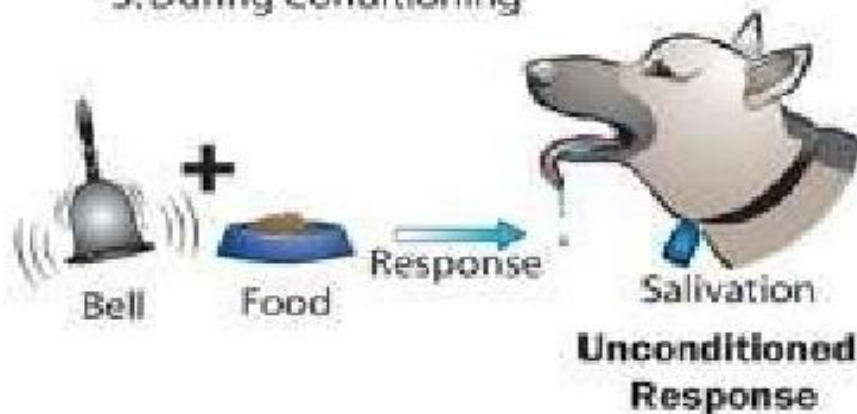
Classical Conditioning
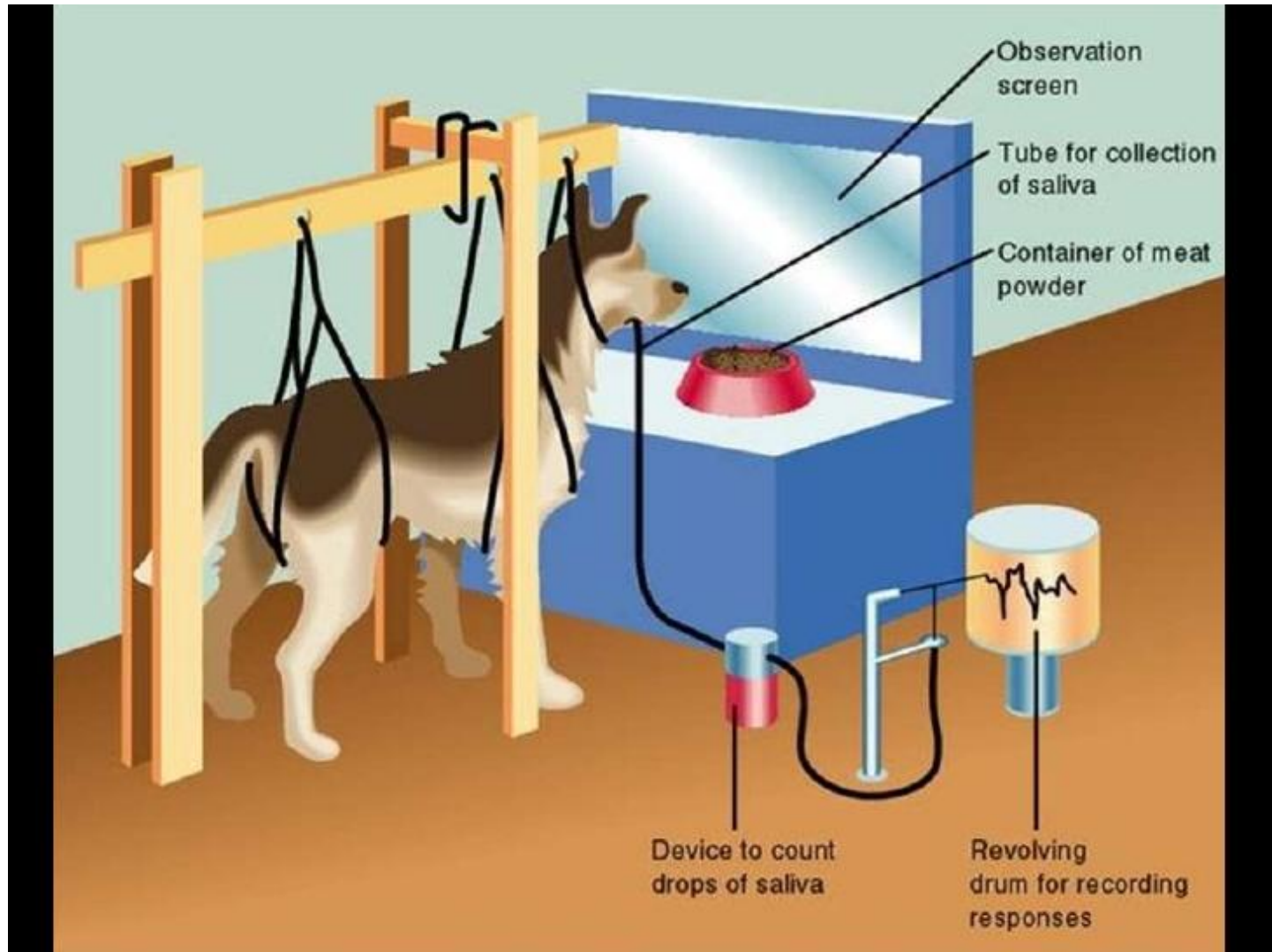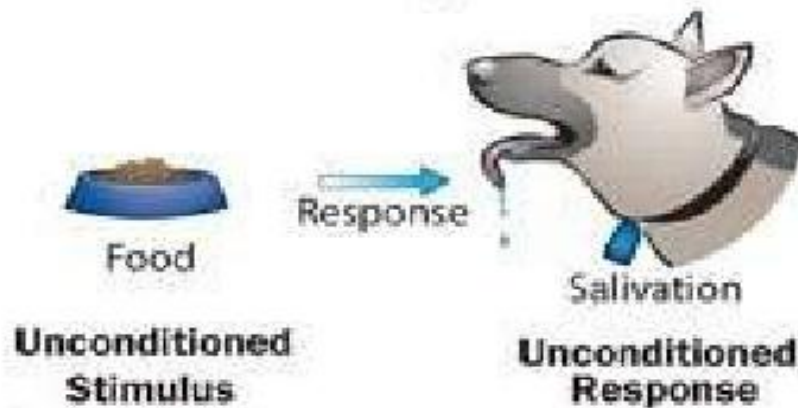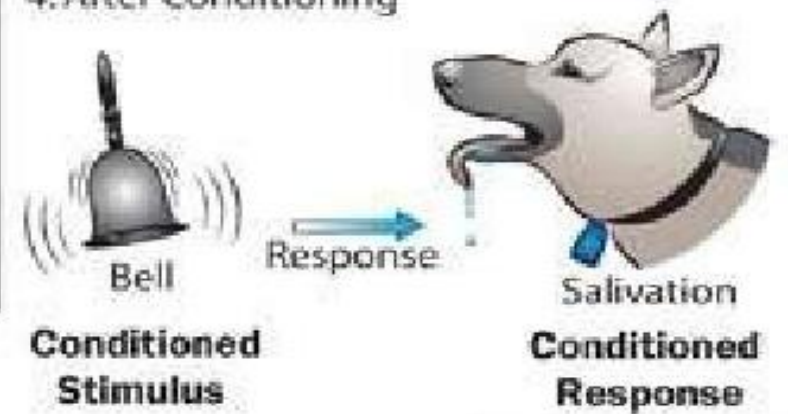
Classical Conditioning

Operant Conditioning

- B. F Skinner one of the leaders of **Behaviorism**

- **B. F Skinner** is best known for
  - Operant Conditioning
  - Schedules of Reinforcement

  It was influenced by **Thorndike**'s Law of Effect

- **Operant Conditioning**
  - Method of learning based on reinforcement and punishment for the behavior

- **Law of Effect**
  - Responses that leads to desirable effect are repeated, those that produce undesirable results are not

-

Operant Conditioning

  Learning occurs as the result of consequences

Skinner developed new equation

Stimulus- Response   - Reinforcement

GESTALT PSYCHOLOGY

- Gestalt psychology – founded by Max Wertheimer

- Focused on studying mental processes and behaviours as 'wholes' rather than trying to separate them into discrete functions or parts.

- Held the view that "the whole is greater than the sum of its parts."

What do you see in this picture?

Octavio Ocampo

In an image, we can study the relationship between its elements, separately or together, to develop the message we want to transmit to the receiver.

Octavio Ocampo

"The whole is greater than the sum of the parts"
This phrase is often used when explaining Gestalt principles.

- GESTALT developed in Germany and the meaning of German word Gestalt is –**"whole form"**
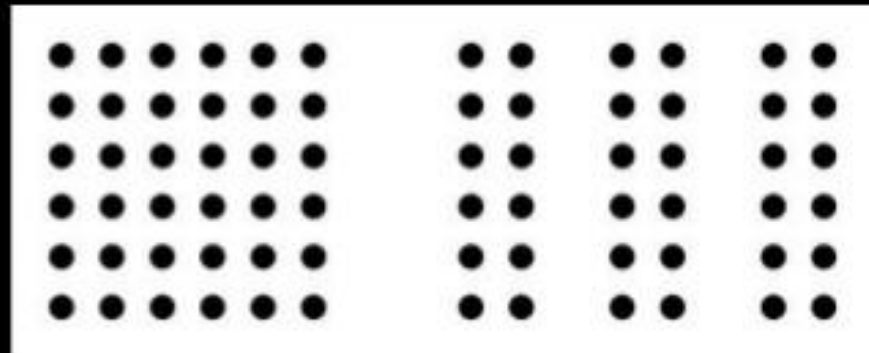
    Major Gestalt psychologists
    - ❏**Max Wertheimer**
    - ❏**Kurt Koffka**
    - ❏**Wolfgang Kohler**

Main Gestalt Laws are

- Law of proximity

- Law of similarity

- Law of figure and ground

- Law of continuity

- Law of closer

- Law of simplicity

Law of Proximity

Elements that are placed close to each other will often be perceived as one group.

When the dots are placed close to each other in groups, we tend to perceive 3 columns rather than a whole group of dots.
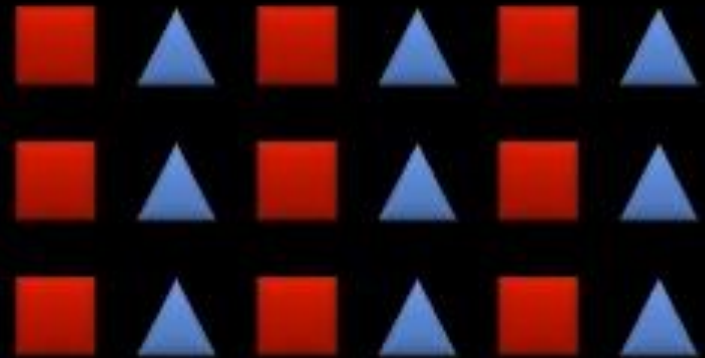
Law of Proximity
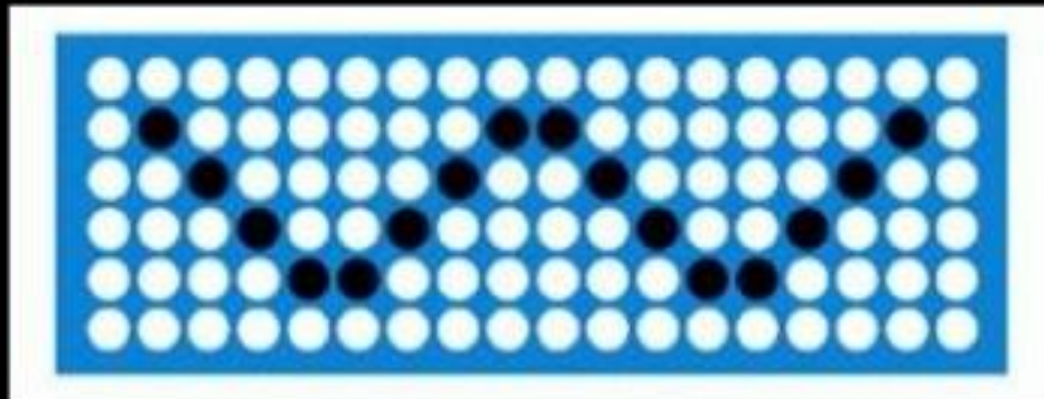Elements that are placed close to each other will often be perceived as one group.

Law of Similarity

Objects that look alike, with similar components or attributes, are more likely to be organised together.
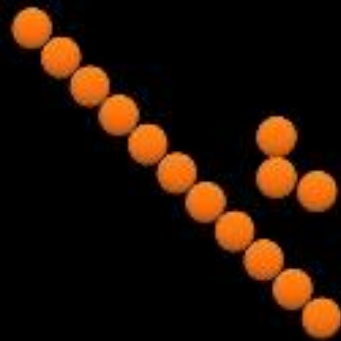

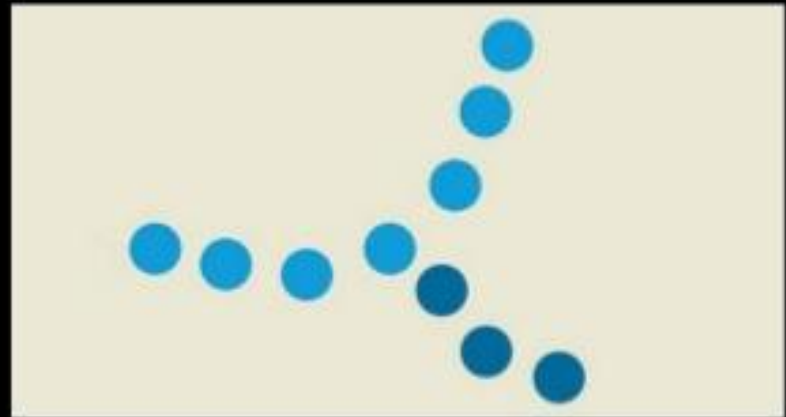Objects are viewed in vertical rows because of their similar attributes.

Law of Continuity

Objects will be grouped as a whole if they are co-linear, or follow a direction

For example, these dots arranged in a line are considered related elements.

In the image above we perceive a long "line" created from the lighter dots. On the other hand, the "line" created from the darker dots is perceived as interrupted.

Law of Continuity

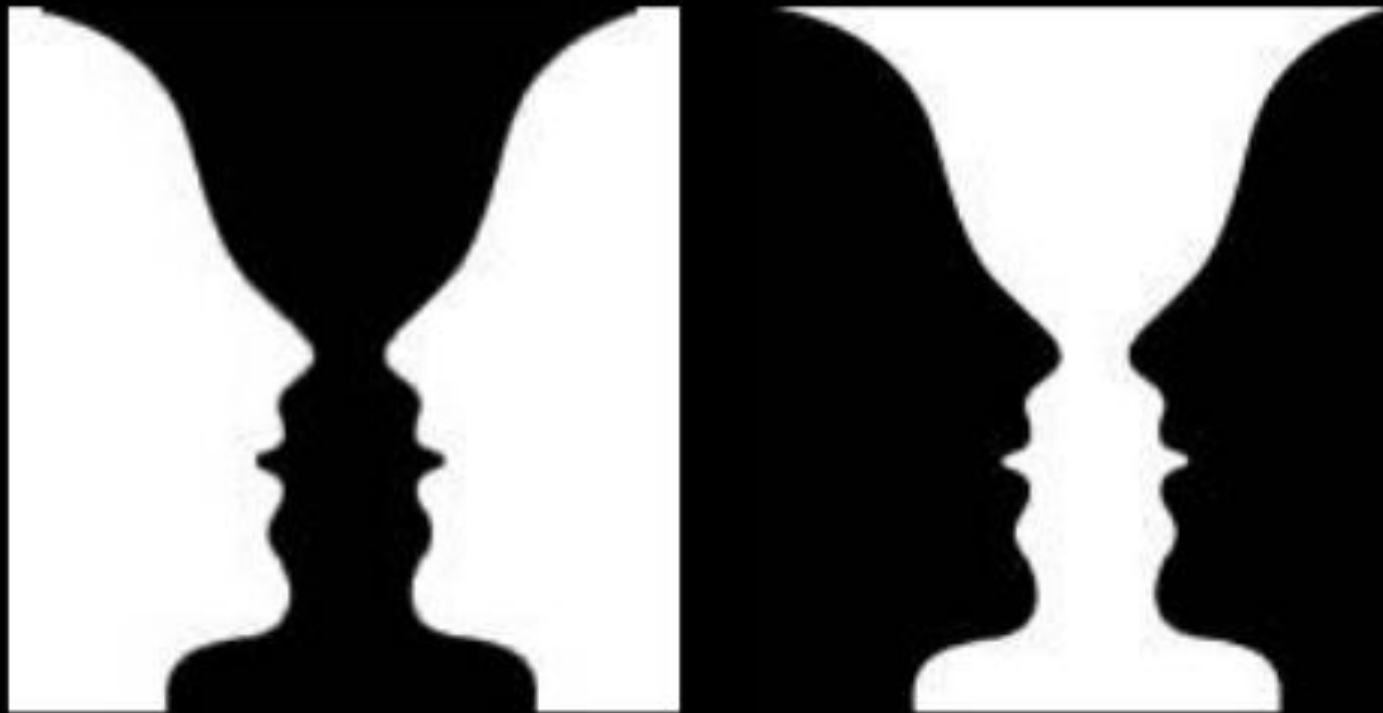Objects will be grouped as a whole if they are co-linear, or follow a direction

Law of Continuity

Objects will be grouped as a whole if they are co-linear, or follow a direction

Law of Figure and Ground

Viewers will perceive an object (figure) and a surface (ground) even in shapes are grouped together.
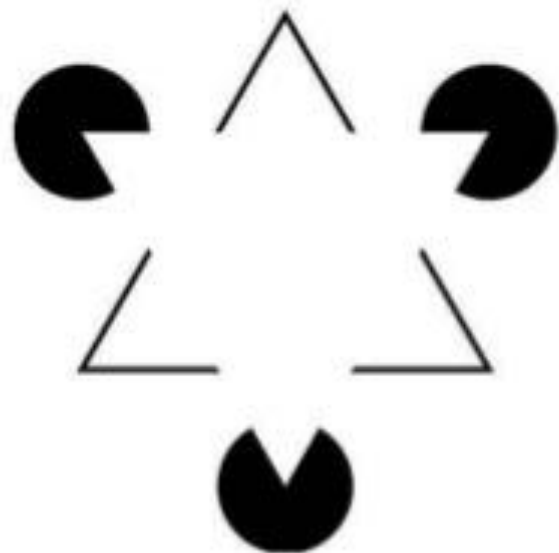
Law of Figure and Ground applied to real design.

Viewers will perceive an object (figure) and a surface (ground) even in shapes are grouped together.

Law of Closure

In perception there is the tendency to complete unfinished objects. We tend to ignore gaps and complete contour lines.

Law of Closure applied to real design.

In perception there is the tendency to complete unfinished objects. We tend to ignore gaps and complete contour lines.

An extremely famous logo based on closure is the WWF Panda

# Law of Pragnanz or Simplicity applied to real design.

Figures are seen as their simple elements instead of complicated shapes.

PSYCHOANALYSIS

- While other theorists tried to explain varying aspects of conscious experience, Sigmund Freud argued for the role of the unconscious and other internal processes in human behaviour and mental disorders.

- His work formed the foundation of psychoanalytic theory
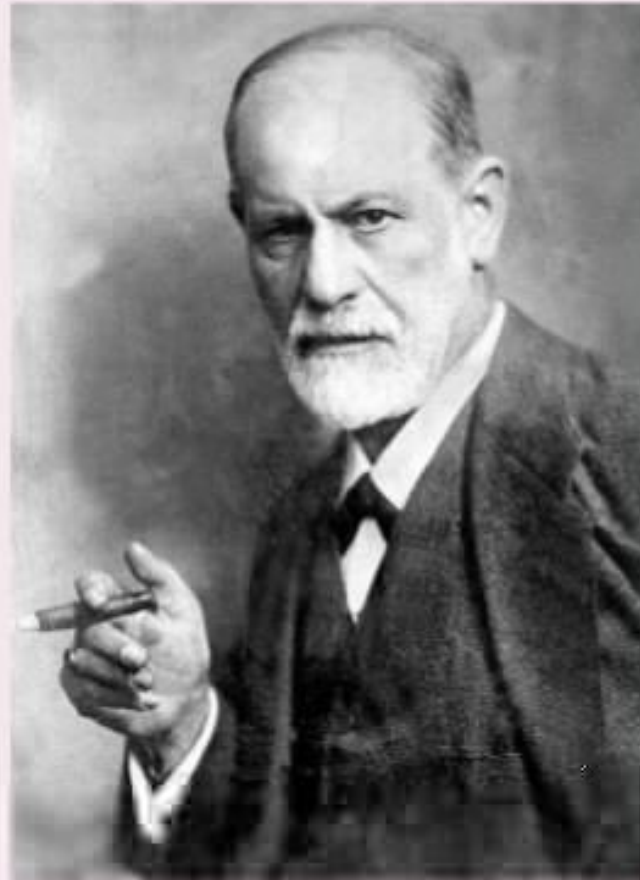
- Psychoanalysis is both an approach to therapy and a theory of personality
- Emphasizes unconscious motivation
  - unconscious factors motivate our behavior
  - experience or events of first 6 years of life are determinants of later development of personality
  - Freud asserted that the sex urges in the unconscious constitute the main human drive, known as the **LIBIDO THEORY**

- According to Freud, there are three levels of consciousness
  - **`Conscious (10%) –** holds what you are aware of
  - **Preconscious (10-15%) –** things stored here aren't in conscious but can retrieve in to consciousness when needed
  - **Unconscious (80- 75%) -** dump box of urges, feelings and ideas and tied to anxiety**, conflict** and pain

  According to Freud this part of mind influence our action and our conscious awareness

According to Freud there are three parts of our personality

- **The Id (biological component) -** demand instant pleasure and gratification
- **The Ego (psychological component) -** this part aware of reality and in contact wit outer world.
- this part deals with consequences of action and demands of id and super ego.
- **Super ego (social component)-** it guides us towards socially acceptable behavior.

Humanistic

- Abraham Maslow and Carl Rogers
- Emphasized the unique qualities of humans, especially their freedom of choice and decision making
- Humans are not helplessly controlled by unconscious or environmental forces
- We have free will, goals, positive motives
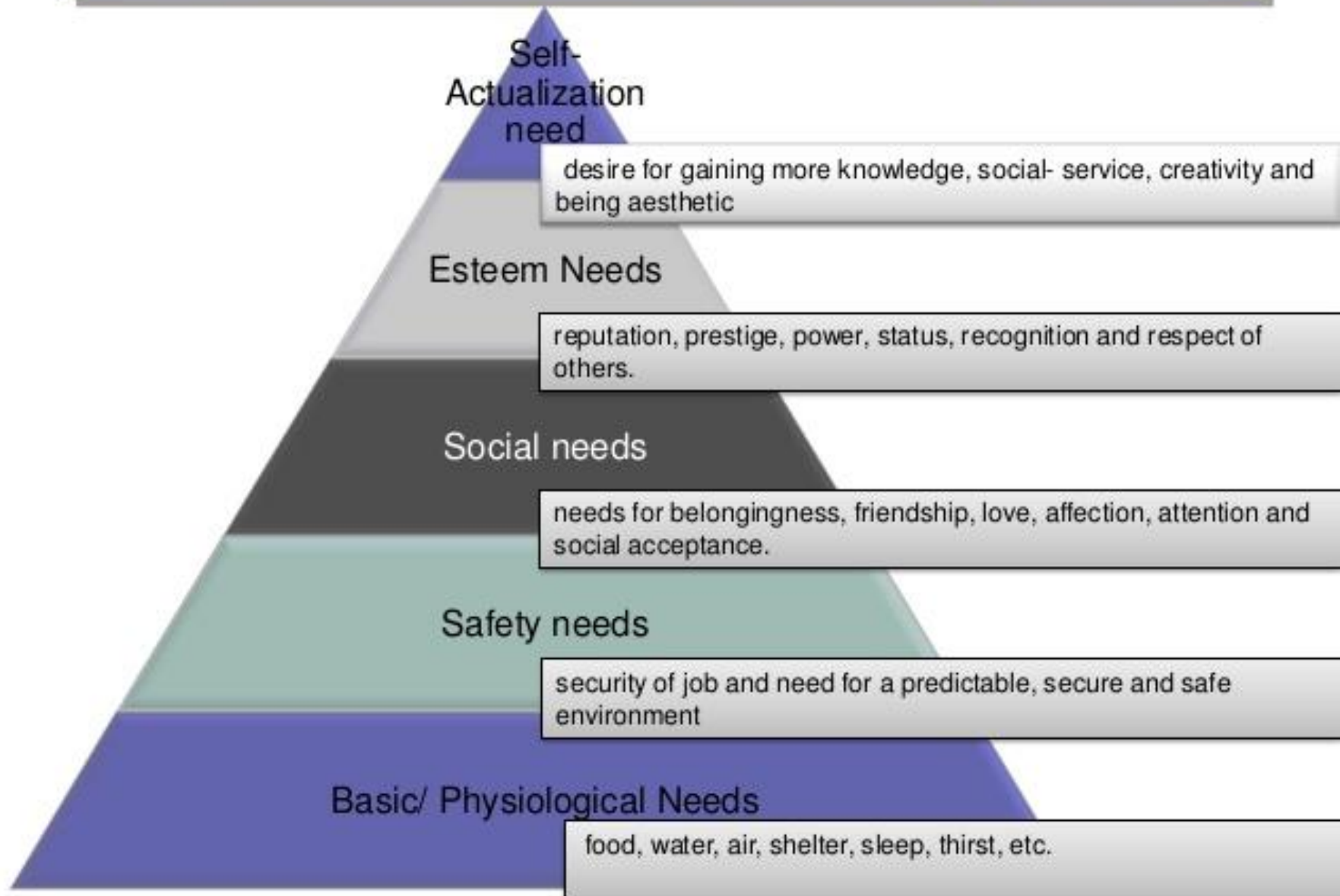- Inner self and subjective feelings

Abraham Maslow   **Carl Rogers**

Hierarchy of Needs Theory

Self-Actualization need — desire for gaining more knowledge, social- service, creativity and being aesthetic

Esteem Needs — reputation, prestige, power, status, recognition and respect of others.

Social needs — needs for belongingness, friendship, love, affection, attention and social acceptance.

Safety needs — security of job and need for a predictable, secure and safe environment

Basic/ Physiological Needs — food, water, air, shelter, sleep, thirst, etc.

- **Physiological needs-** These are the basic needs of air, water, food, clothing and shelter. In other words, physiological needs are the needs for basic amenities of life.

- **Safety needs-** Safety needs include physical, environmental and emotional safety and protection. For instance- Job security, financial security, protection from animals, family security, health security, etc.

- **Social needs-** These needs emerge from society. Man is a social animal. These needs become important. Social needs include the need for love, affection, care, belongingness, and friendship.

- **Esteem needs-** Esteem needs are of two types: internal esteem needs (self-respect, confidence, competence, achievement and freedom) and external esteem needs (recognition, power, status, attention and admiration).

- **Self-actualization need-** This include the urge to become what you are capable of becoming / what you have the potential to become. It includes the need for growth and self-contentment. It also includes desire for gaining more knowledge, social-service, creativity and being aesthetic. The self- actualization needs are never fully satiable. As an individual grows psychologically, opportunities keep cropping up to continue growing

Carl Rogers (1902-1987)

- Many people credit Rogers with being one of the most influential psychologists of the 20th century

- Rogers believed that every person could

  achieve their goals wishes, and desires in life. When they did so self-actualization took place.

- For Rogers people who are able be self-actualize, and not yet, are called fully functioning persons.

- Psychoanalysts believed that your behavior was determined by the events of your childhood.

- Behaviorists believed that your actions were determined by everything that has occurred in your past.

- Rogers believed that clients are free to choose the behaviors and actions that they commit. Free choice was a new concept to the field of psychology

Rogers five characteristics of the fully functioning person

- **1. Open to experience**: both positive and negative emotions accepted. Negative feelings are not denied, but worked through (rather than resort to ego defense mechanisms).

- **2. Existential living**: in touch with different experiences as they occur in life, avoiding prejudging and preconceptions. Being able to live and fully appreciate the present, not always looking back to the past or forward to the future (i.e. living for the moment).

Contd…

- **3. Trust feelings**: feeling, instincts and gut-reactions are paid attention to and trusted. People's own decisions are the right ones and we should trust ourselves to make the right choices.

- **4. Creativity**: creative thinking and risk taking are features of a person's life. Person does not play safe all the time. This involves the ability to adjust and change and seek new experiences.

- **5. Fulfilled life**: person is happy and satisfied with life, and always looking for new challenges and experiences.

For Rogers, fully functioning people are well adjusted, well balanced and interesting to know. Often such people are high achievers in society.
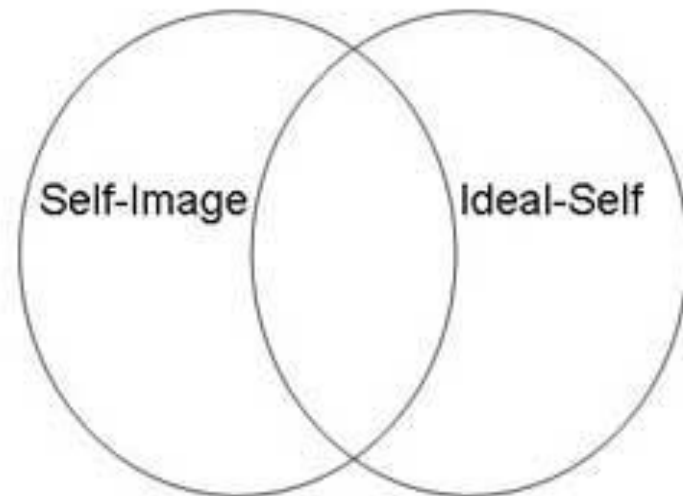
Self concept of Rogers

Incongruent

Congruent

Self-Image   Ideal-Self

Self-Image   Ideal-Self
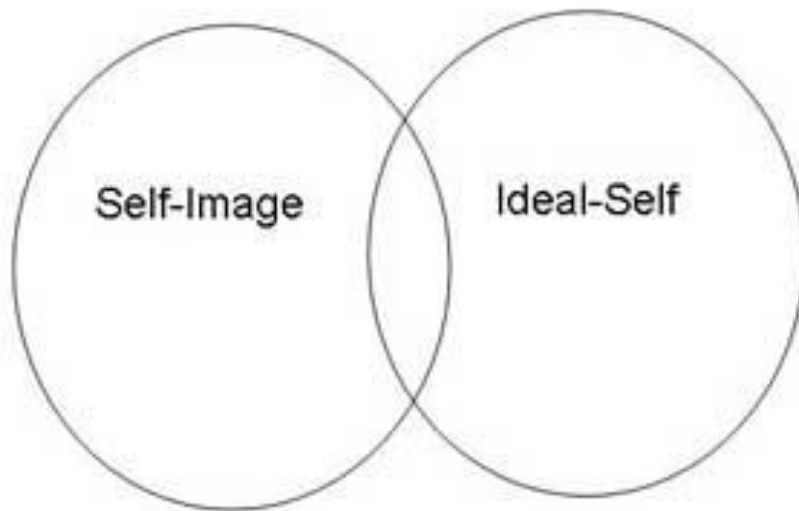
The self-image is different to the ideal self.

There is only a little overlap.

Here self-actualisation will be difficult.

The self-image is similar to the ideal self.

There is a more overlap.

This person can self-actualise.

Rogers believes that the **self concept** has three different components:

- The view you have of yourself (**Self image**)

- How much value you place on yourself (**Self esteem** or self-worth)

- What you wish you were really like (**Ideal self**)

- According to Rogers (1959),
- we want to feel, experience and behave in ways which are consistent with our **self-image** and which reflect what we would like to be like, our **ideal-self**.
- The closer our self-image and ideal-self are to each other, the more **consistent** or **congruent** we are and the higher our sense of **self-worth**.
- A person is said to be in a state of **incongruence** if some of the totality of their experience is unacceptable to them and is denied or distorted in the **self-image**.
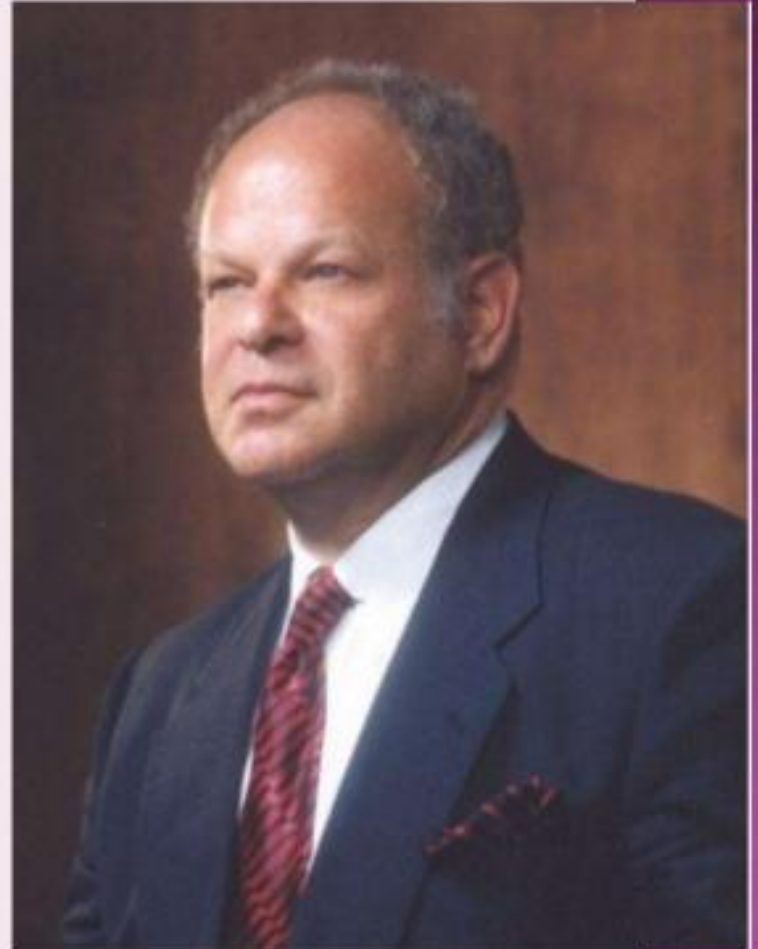
Cognitive Approach

- Jean Piaget, Chomsky and Herbert Simon focused on thought and mental processes
- Emphasized internal processes of behavior
  - what happens inside the person is important
- Human behavior cannot be fully understood without analyzing how people acquire, store and process information

  Focus on **memory, intelligence, perception, problem-solving, reasoning and learning.**

POSITIVE PSYCHOLOGY

- Founded by Martin Seligman

- Arose from the observation that psychologists generally focus on the negative side of human behaviour while largely neglecting the more positive aspects of human experience.

- Focused on discovering and promoting factors that allow individuals and communites to thrive.

Goals of Psychology

1. **Describe-** Description of behavior using careful observation

   Description
   – What is happening?

Goals of Psychology

2. Explain- Identifying the causes of behavior

Explanation
– Why is it happening?
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3. Predict- It allows to specify the condition under which particular behavior occur or not

- Prediction
  - Will it happen again?

4. Control- To bring change in behavior

– How can it be changed?