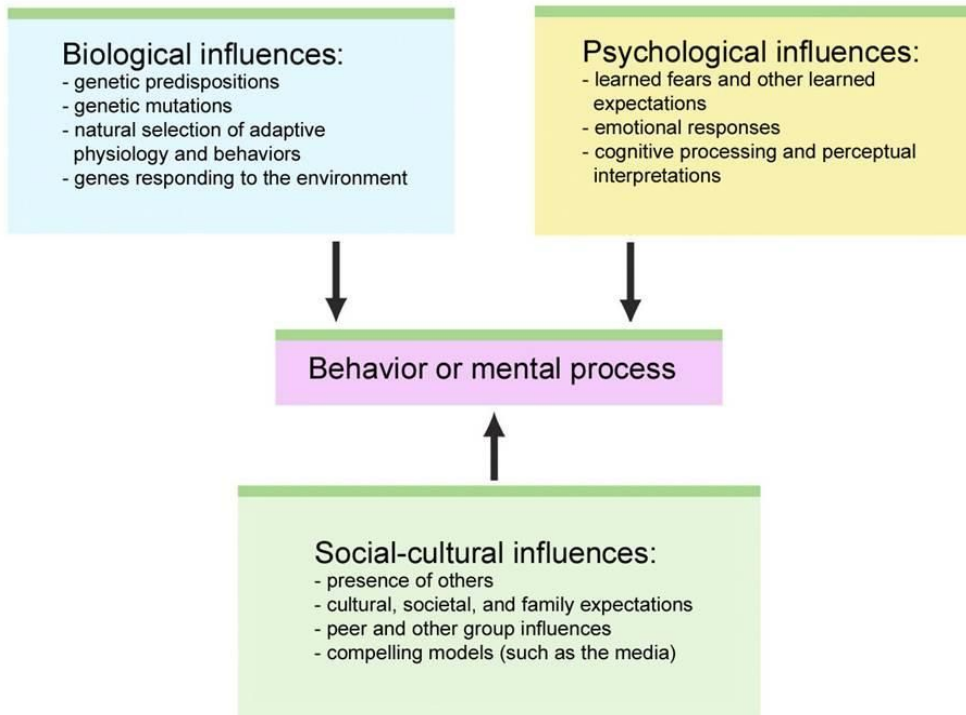


# Prologue

- Aristotle theorized about learning and memory, motivation and emotion, perception and personality
- Wilhelm Wundt created an experiment
  - The machine measured the time lag between people hearing a ball hit a platform and their pressing a button
    - When people did not know when the sound was coming, they pressed the button in 1/10 of a second
    - When people were consciously aware of the sound coming, they pressed the button in 2/10 of a second
      - This is because to be aware that you are aware of something takes a bit longer to process
  - 1879
- **STRUCTURALISM**
  - Wundt and Titchener
  - Used introspection to discover the structure of the human mind
  - They engaged people in self-reflection (introspection)
    - Report elements that they experience: looking at a rose, smelling something, hearing a bird
    - What are their immediate images, feelings, sensations?
    - **Introspection** did not work because it is self reflection, therefore it varies from person to person and therefore cannot provide an accurate result. This is the reason why Structuralism did not work
- **FUNCTIONALISM**
  - William James
  - Smelling is what the nose does and thinking is what the brain does but **why** do the nose and brain do those things?
  - Assumed that thinking - just like smelling - is **adaptive**
- **WOMEN IN PSYCHOLOGY**
  - Mary Calkins
    - Did a PhD at Harvard university and completed all the requirements but was refused the degree because she was a woman and was offered a degree from their “sister” university for females. She declined that offer and later on became a memory researcher and the first female president for the American Psychological Association (APA) in 1905

- Margaret Washburn
  - First female psychology PhD
  - Wrote the book *The Animal Mind*
  - Became APA's second President
- **BEHAVIORISM**
  - Lewis, John B. Watson
  - You cannot observe a sensation, feeling or thought, but you can observe and record people's **behavior**
    - Behaviorism studies behavior without reference to mental processes
- **HUMANISTIC PSYCHOLOGY**
  - Carl Rogers and Abraham Maslow
  - How the current environmental influences can nurture/limit our growth potential and how it can also have our needs for love and acceptance satisfied
- **COGNITIVE REVOLUTION**
  - How our mind processes and retains information
  - Explores ways in which we perceive, process and remember information
  - Help to treat disorders and depression
  - **Cognitive neuroscience** is a combination of the science of the mind and the science of the brain. This studies the brain activity underlying mental activity
- **MODERN DEFINITION OF PSYCHOLOGY**
  - The science of behavior and mental processes
    - Behavior is anything an organism does - and action we can observe and record
      - Yelling, smiling, blinking...
    - Mental process are the internal experiences that we infer from behavior
      - Dreams, thoughts, beliefs, feelings
- **EVOLUTIONARY PSYCHOLOGY AND BEHAVIOUR GENETICS**
  - Plato assumed that we inherit character and intelligence and that certain ideas are inborn
  - Aristotle believed that there is nothing in the mind that does not first come in from the external world through the senses
  - Locke argued that the mind is a blank slate on which experiences are written on
  - Rene Descartes believed that some ideas are innate
  - Darwin proposed **natural selection** which says that nature selects traits that best enable an organism to survive and reproduce in a particular environment
  - **Evolutionary psychology** focuses on the question "are organisms alike because of their common biology and evolutionary history?"

- **Behavior genetics** focuses on the question “how are we diverse because of our differing genes and environment
  
- **CROSS-CULTURAL AND GENDER PSYCHOLOGY**
  - Culture: shared ideas and behaviours that one generation passes on to the next
  - Culture influence many factors:
    - Attitudes to varying body shapes
    - Willingness to make eye contact
    - Tendency to be casual or formal...
  - Not everything is cultural, our shared biological heritage unites the universal human species
    - People diagnoses w/specific learning disorder exhibit the same brain malfunction whether they are Italian, French or British
    - Variation in languages may prevent communications across cultures. Yet all languages share deep principles of grammar and people from opposite poles of the world can communicate with a frown or a smile
  - Gender has an impact on what we dream, how we express/detect emotions, and risk of disorders and addiction
    - Women tend to carry on conversations to build a relationship and men tend to talk more to give information/advice
    - Women and men are similar (psychologically and biologically)
      - Learn to talk/walk same age
      - Experience same sensations of light and sound
      - Feel same pangs of hunger, desire and fear
  - **Main Point**: Even when specific attitudes and behaviours vary by gender or across cultures, the underlying causes are much the same
  
- **POSITIVE PSYCHOLOGY**
  - Martin Seligman
    - Happiness is a by-product of a pleasant, engaged and meaningful life
  - Positive psychology uses scientific methods to explore the building of a “good life” that engages skills and a “meaningful life” that points beyond ourselves. Helps individuals/communities to thrive
  
- **PSYCHOLOGY’S THREE MAIN LEVELS OF ANALYSIS**
  - Different levels of analysis form an integrated **biopsychosocial approach** which considers the influences of biological, psychological and sociocultural factors



#### ● PSYCHOLOGY'S CURRENT PERSPECTIVES

- **Neuroscience** - how the body and brain enable emotions, memories and sensory experiences
- **Evolutionary** - how natural selection of traits has promoted the survival of genes
- **Behaviour Genetics** - how our genes and environment influence our individual differences
- **Psychodynamic** - how behaviour springs from unconscious drives and conflicts
- **Behavioural** - how we learn observable responses
- **Cognitive** - how we encode, process, store and retrieve information
- **Social-cultural** - how behaviour and thinking vary across situations and cultures
- **Main Point:** Each by itself fails to reveal the whole picture, need to have them combined

#### ● PSYCHOLOGY'S SUBFIELDS

- All have a common quest: to describe and explain behaviour of the mind
- Applied Research: solving practical problems
  - Industrial-organizational psychologists: use psychology's concepts and methods in workplace
- Counseling psychologists: help people cope with challenges and crises (including academic, vocational and marital issues) to improve personal and social functioning
- Clinical psychologists: assess and treat people w/mental, emotional and behaviour disorders

- Psychiatrists: medical doctors licensed to prescribe drugs and treat physical causes of psychological disorders
- Community psychologist: work to create social and physical environments that are healthy for all
  - Study how people interact w/their social environments and how social institutions affect individuals and groups