



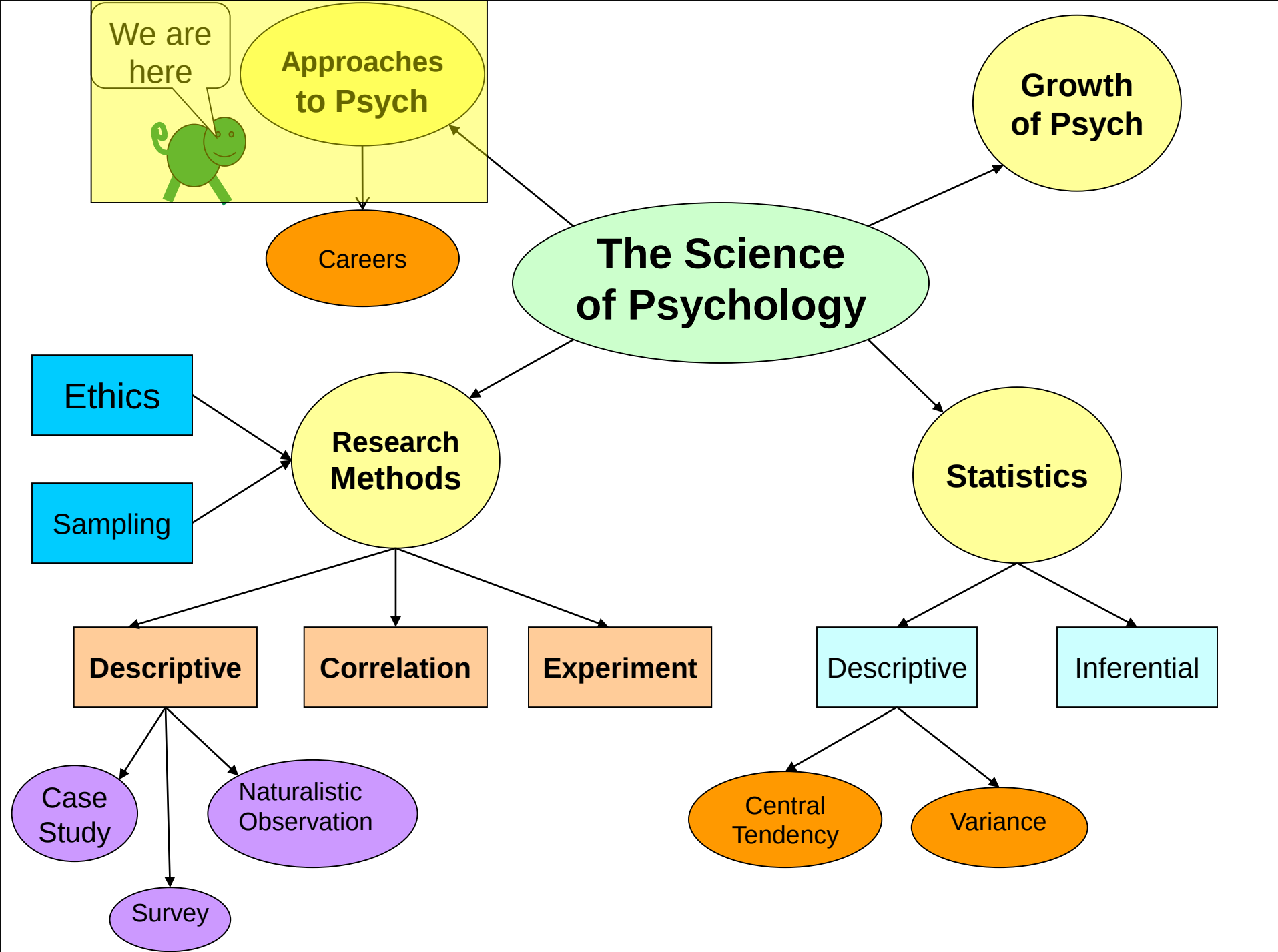
WHS AP Psychology



Unit 1: Science of Psychology

Essential Task 1: Describe, compare, and contrast how different approaches to psychology explain behavior:

- *psychoanalytic/psychodynamic, Gestalt, humanism and behaviorism*
- *cognitive, biological, evolutionary, and social as more contemporary approaches*





Approaches (2%) of the exam

Outline

- Definition of Psychology
- Define and describe how each approach explains behavior
 - Biological
 - Evolutionary
 - Behaviorism
 - Cognitive
 - Gestalt
 - Psychoanalytic/Psychodynamic
 - Humanism
 - Social
- Make comparisons
- Highlight contrasting views



What is Psychology?

Outline

- Psychology is the **scientific study** of **behavior** and **mental processes**
- **Scientific?**
 - Not just common sense or guesses
 - Psychology uses the scientific method
 - Scientific Method: careful observations and the experimental testing of hypothesis
- **Behavior** – what people do on the outside
- **Mental Processes** – Thinking - we call this **cognition**.
- Psychology includes the study of both humans and animals



What are approaches to psych?

Approaches are lenses through which to explain human behavior

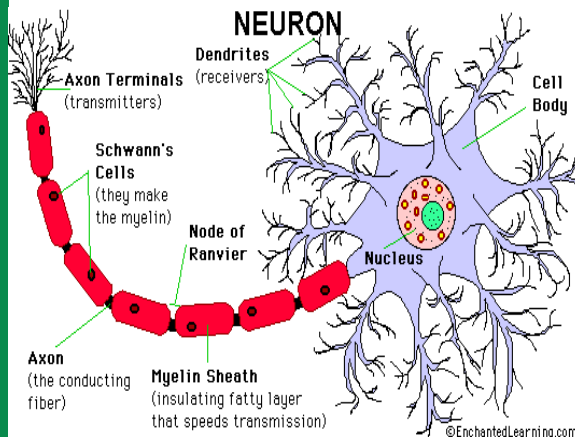


Biological
Evolutionary
Behaviorism
Cognitive
Psychodynamic
Humanism
Gestalt
Social



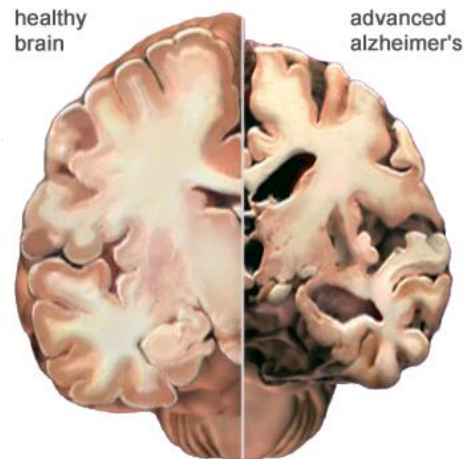
Biological Psychology

- This approach to explaining human behavior and mental processes focuses on biological mechanisms and structures. It looks to such things as the brain, neurotransmitters, hormones, drugs (both legal and illegal), and genetics.

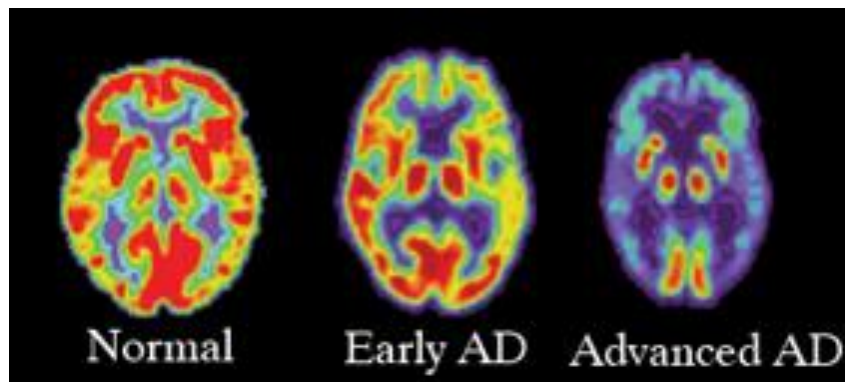




Biological Psychology is Observable

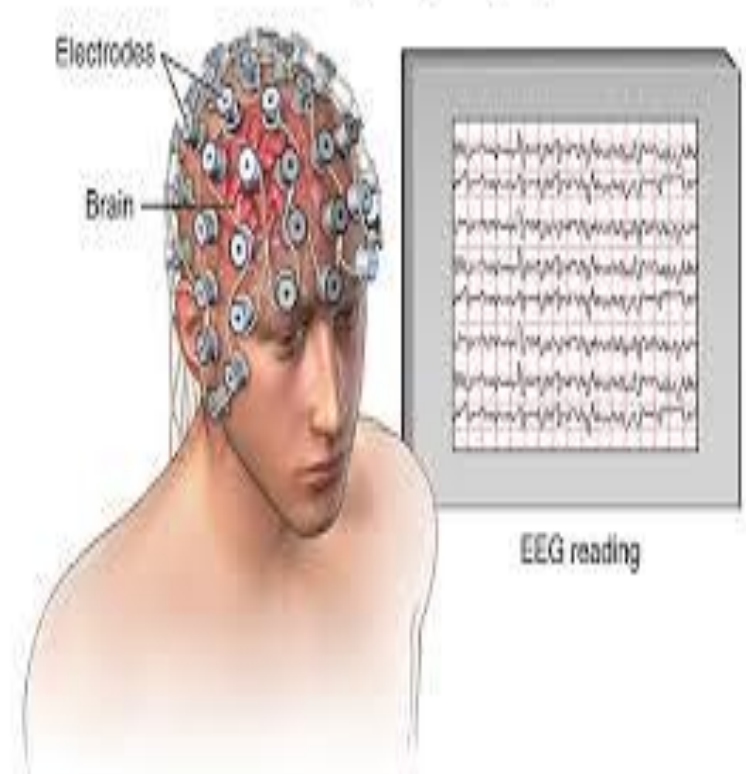


Here is a view of how massive cell loss changes the whole brain in advanced Alzheimer's disease.





Electroencephalogram (EEG)





A Biological Approach looks for Biological Answers?

Approaches are lenses through which to explain human behavior



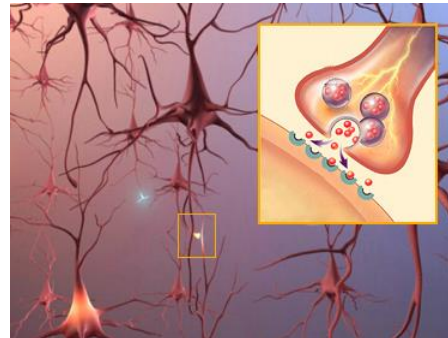


A Biological Approach looks for Biological Answers?

Approaches are lenses through which to explain human behavior



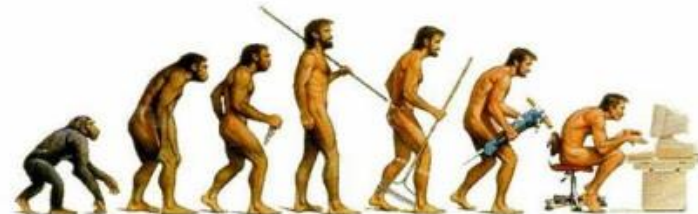
crazy





Evolutionary Psychology

- Explains human behavior by looking at what made us most likely to survive/reproduce (evolution)
 - Fears— Why are people more prone to be afraid of snakes or heights?
 - Taste preference – Why do we enjoy sugary or fatty foods?
 - Sexual attraction – Is there a reason certain aspects of a person are considered ‘attractive’?





Why do we LOVE chocolates and sugary foods?! Why do they taste so good?!





Why do we find blue eyes attractive?



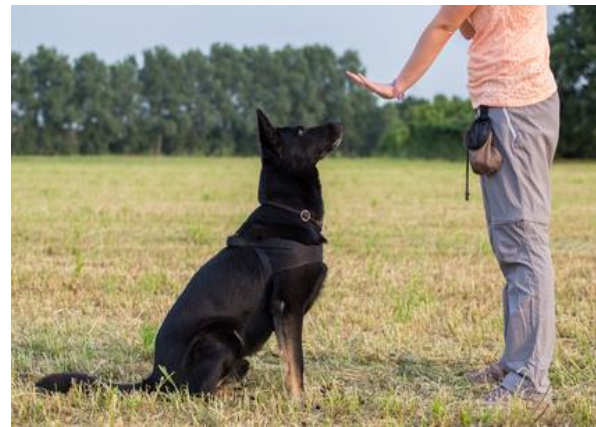


Behaviorism

- This approach only studies observable human BEHAVIOR. It focuses on how we:
 - LEARN (or are conditioned)
 - React to our environment
- Since you can not observe the mind, behaviorists see it as a BLACK BOX. Can't see it? Don't study it.
 - Not interested in abstract concepts



Now he fears even Santa Claus





How would Behaviorists explain this?

Approaches are lenses through which to explain human behavior



:):

This is odd behavior, right?



Avoid Punishment?



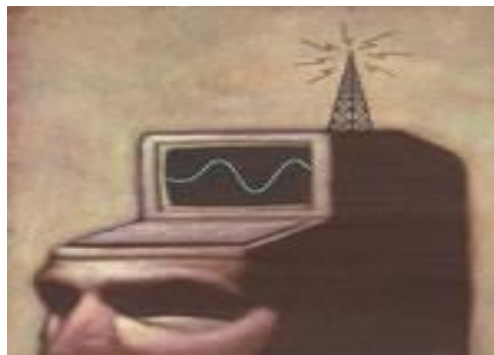
Reward





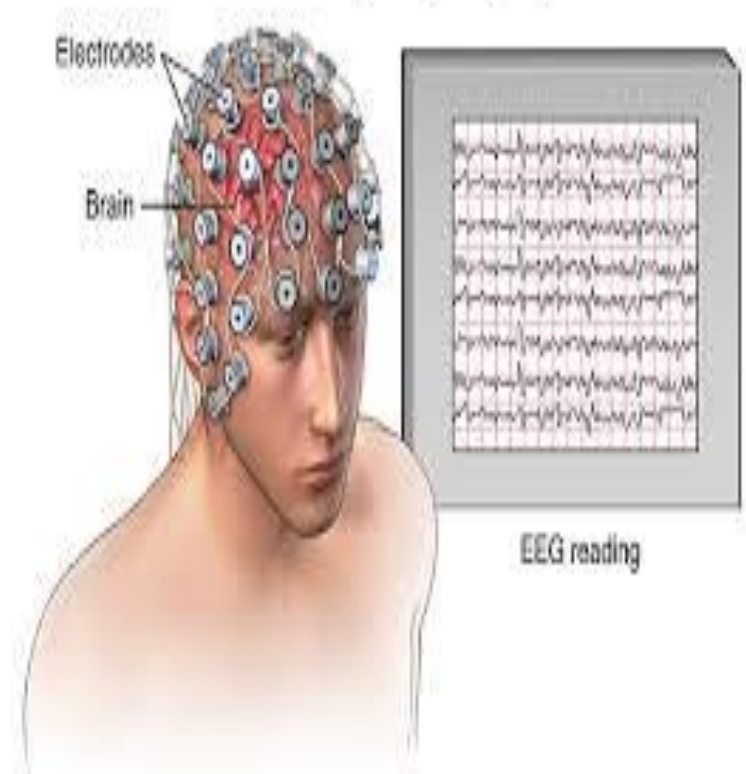
Cognitive Psychology

- School of psychology that studies mental processes
 - Thinking, feeling, remembering, making decisions/judgments and language
- Studies how we encode, process, store, and retrieve information.
- Studies behavior and makes inferences about the mental processes behind the behavior





Electroencephalogram (EEG)



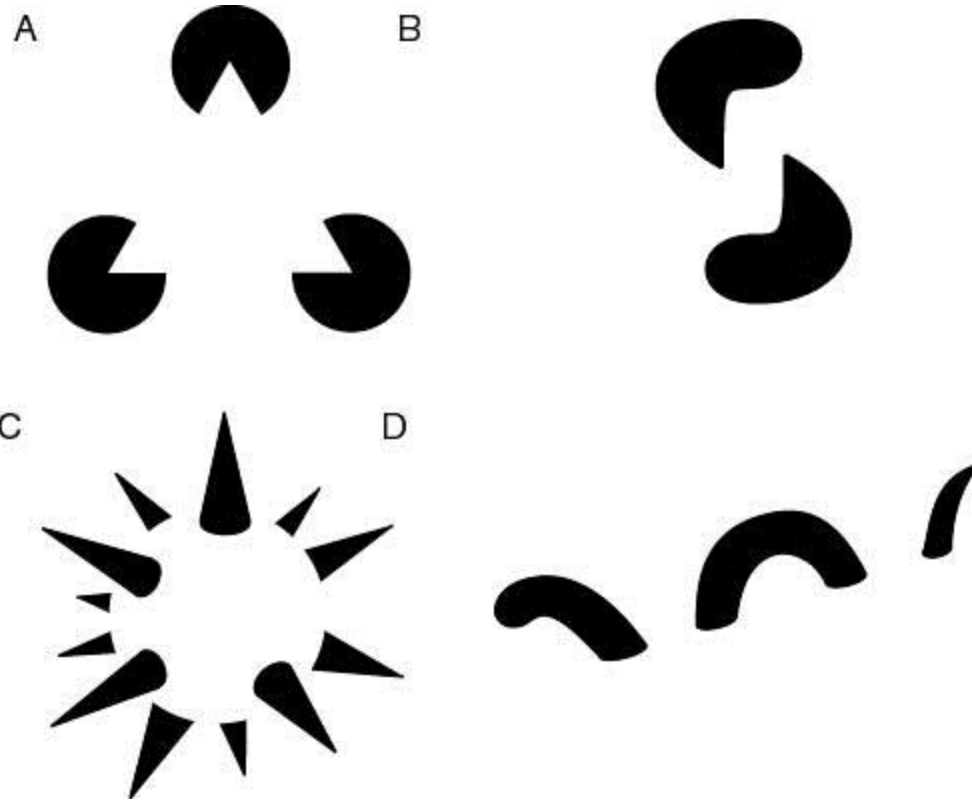


Gestalt Psychology

- Gestalt is a German word that means “the whole”
- This approach to psychology looks at how your perceptions of the word come together to form you whole perception.
- This perception is often greater than the sum of its parts.



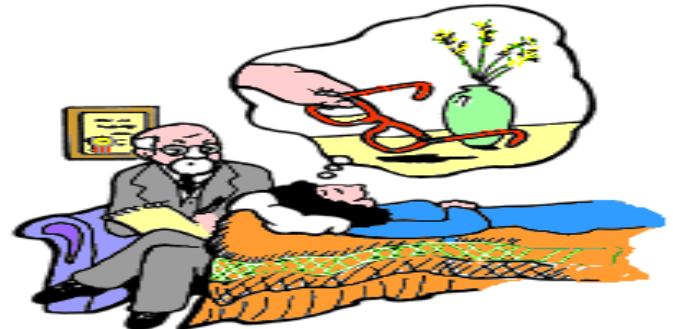
Gestalt Psychology





Psychodynamic Psychology

- Personality theory that says behavior springs from unconscious drives and conflicts
- The Unconscious is a dynamic cauldron of primitive drives, forbidden desires and nameless fears. We are unaware of these things and it drags us down.
- Childhood that determines personality







Explain Miley's behavior through Psychodynamic approach:



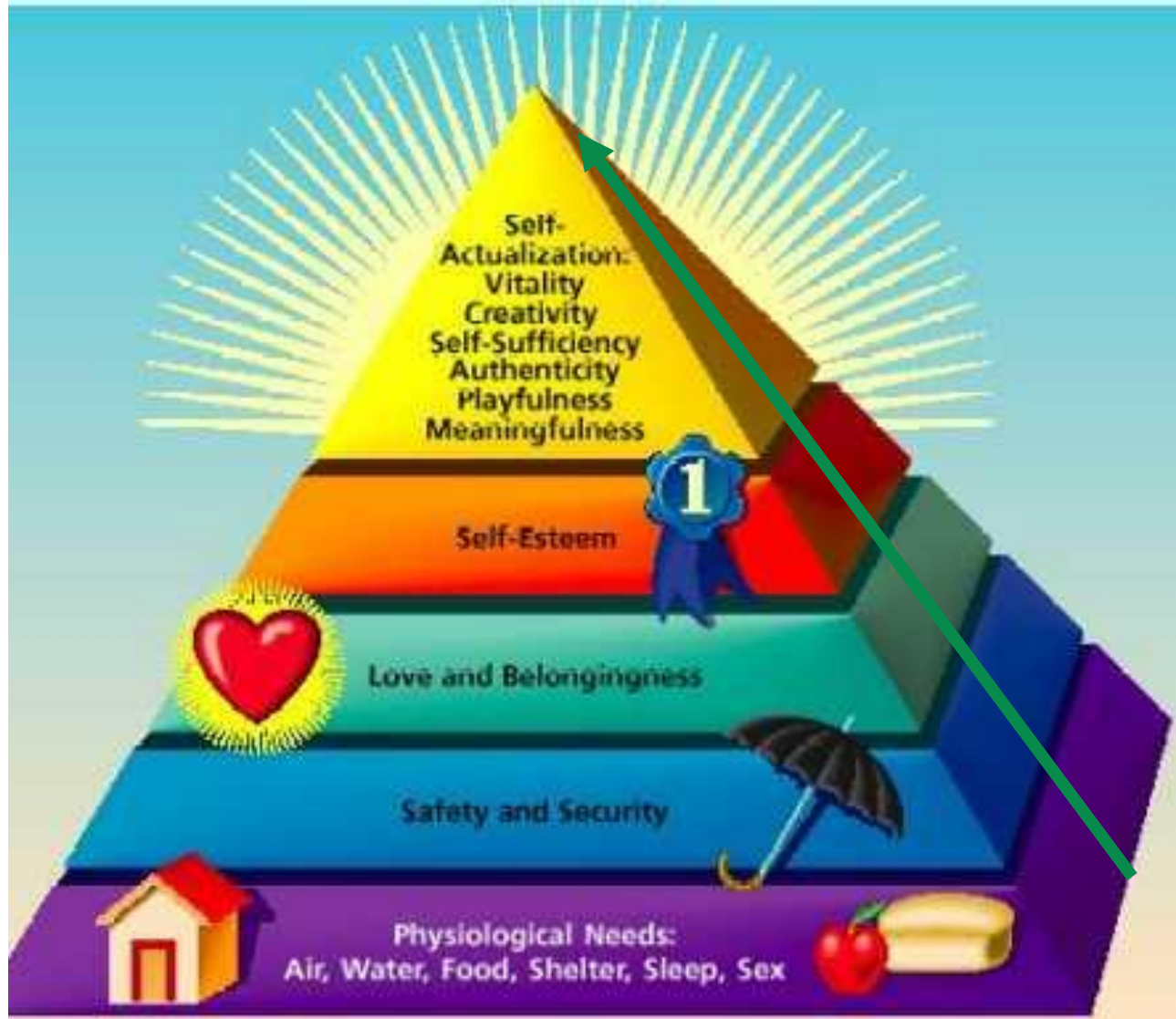


Humanistic Psychology

- School of psychology that emphasizes the means of realizing one's full human potential
- Importance of love, belonging, human potential, and self-esteem.
- Not mainstream, more a cultural and spiritual movement.

:):

More concerned about moving up





Explain Miley's behavior through Humanistic approach:





Social Psychology

- Study of how people influence one another
- Topics include:
 - Behavior in a group
 - Interpersonal attraction
 - Prejudice
 - Conformity
 - Obedience to Authority





Conformity





New Approaches

- **Sociocultural Approach**

- (Social/Culture) How our behavior and thinking vary across situations and cultures.
- Humans are influenced by **ethnicity, age, gender, discrimination, socio-economic background.**

Collective Culture	Individualist Culture
Identity is given by one's group	Identity is achieved by one's own striving
Group goals have a priority	Taught to be independent
Trust is placed in the group	Trust is placed on the individual



New Approaches

- **Biopsychosocial Approach**
 - Combines biological, psychological (emotions and thoughts), and cultural perspectives.
 - Attempts to demonstrate link between multiple body systems and human environment that creates risk for illnesses.



New Approaches

- Biopsychosocial approach

How would they study depression?

Bio-

Psycho-

Social-



New Approaches

- Biopsychosocial approach

How would they study depression?

- Does her condition run in the family?
- How does she feel about herself?
- Does she live in a safe environment?



New Approaches

- Positive psychology
 - Study of the subjective feelings of happiness and well-being
 - Focus is on positive attitude



Activity Time



What happened to Kathy O.?

- Biological –
- Behaviorist –
- Cognitive –
- Psychodynamic –
- Humanist –
- Social Psychology –



- Biological – Steroids, testosterone, acid dmt, amph, mental disorder, disease, genetic factors: depression
- Behaviorist – Environment (mom coaches), Operant conditioning (punishments)
- Cognitive – Fear of losing (first), disappointing people,
- Psychodynamic –unconscious fears and anxiety about responsibilities. Traumatic childhood experience of losing
- Humanist – not a lot of social contacts, Low self-esteem, not happy, start over? Self actualization



What happened to Kathy O?
• Biological – Chemical Imbalance – Depression (low on serotonin). Bad

reaction to drugs. Overly stressed!

- Behaviorist – Negative reinforcement!
- Cognitive – Peer pressure and possible dislike of the sport. Overwhelmed and kept emotions bottled in. Suicide. Bad memories
- Psychodynamic – fear of losing. Traumatic experiences as a child.
- Humanist – Low self-esteem, Lack of love or affection. Does not like



Opening Activity (OA)

1. Compare two approaches (paragraph)
2. Contrast two approaches (paragraph)



Compare and Contrast

- Compare two approaches
 - For example, both the biological and behavioral approaches deal with things that are directly observable making them the most scientific of the approaches
- Contrast two approaches
 - While psychoanalysis focuses on how the unconscious causes problems for the individual, humanism focuses on how individuals can achieve their full potential.