

FOUNDERS OF PSYCHOLOGY

Wilhelm Wundt -
Founded psychology as
its own science,
founded the first
laboratory in Germany
in 1879. Structuralism.

William James -
FUNCTIONALISM -
Argued that
psychology
should be
studied for its
purpose or
function. Instead
of looking at
Psychology as
static points like
in structuralism,
it should be
looked at as a
stream of
consciousness.

John B. Watson and
B.F. Skinner - BEHAVI-
OURISM - Insisted you
can only study things
that are observable.
Behaviourism shifted
psychology from the
study of consciousness
to the study of
behaviour, and stressed
the importance of
environment instead of
heredity. Skinner
argued that free will is
an illusion.

Sigmund Freud -
Psychoanalytic
theory -
emphasizes
unconscious
determinants of
behaviour and
the importance of
sexuality.
Controversial in
his time for his
opinions on
sexuality.

Carl Rogers and
Abraham Maslow -
HUMANISM -
emphasizes unique
qualities of human
behaviour and how
animal research can't
be relevant to humans
because we are so far
above them. Takes an
optimistic view of
human nature,
stressing freedom and
potential for growth.

After World War
2, clinical
psychology grew
rapidly as a
profession.
Today, it
includes special-
ties such as
school psychol-
ogy, industrial
psychology, and
counselling
psychology.

FOUNDERS OF PSYCHOLOGY (cont)

Several new
areas of
Psychology
starts growing
such as
cognition,
neuroscience,
cultural influ-
ences, evolut-
ionary
psychology and
positive psychol-
ogy.

Research specialities
include developmental
psychology, social
psychology, psycho-
metrics, health psychol-
ogy, etc.

Themes related
to psychology as
a field of study:
1. Psychology is
empirical 2.
Psychology is
theoretically
diverse 3.
Psychology
evolves in a
sociohistorical
context

Themes related to
Psychology's subject
matter: 4. Psychology is
subjective 5.
Psychology is shaped
by cultural heritage 6.
Heredity and enviro-
nment jointly influence
behavior 7. Behavior is
determined by multiple
causes

RESEARCH METHODS (cont)

Survey: self-r-
eported infor-
mation gathered
from partic-
ipants

Sampling bias - when sample
is not representative of
population

placebo effect -
when partic-
ipants expect-
ations lead them to
experience some
change

Distortions in self-report data
- when social desirability bias
(need for people to view them
positively) and halo effect
(positive feelings of
something leads to positive
feeling in another area) leads
to varied judgement that isn't
rooted in reason

Experimenter bias - when researcher's
expectations about the outcome of a study
influence the results obtained

RESEARCH METHODS

Goals of Scientific approach: Measurement and description -> Understanding and prediction -> Application and control	IV: condition manipulated
DV: outcome of experiment to support hypothesis	Experimental group: subjects who receive special treatment
Control group: subjects that do not receive special treatment (baseline)	Extraneous variables: factors beside IV that might affect DV
Correlation: when two variables are related to each other	Positive variables (covary in same direction) or negative variables (covary in opposite direction)
Naturalistic observation: careful observation with no intervention of subjects	Case study: in-depth investigation of a single participant or group



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