HUMAN PSYCHOLOGY

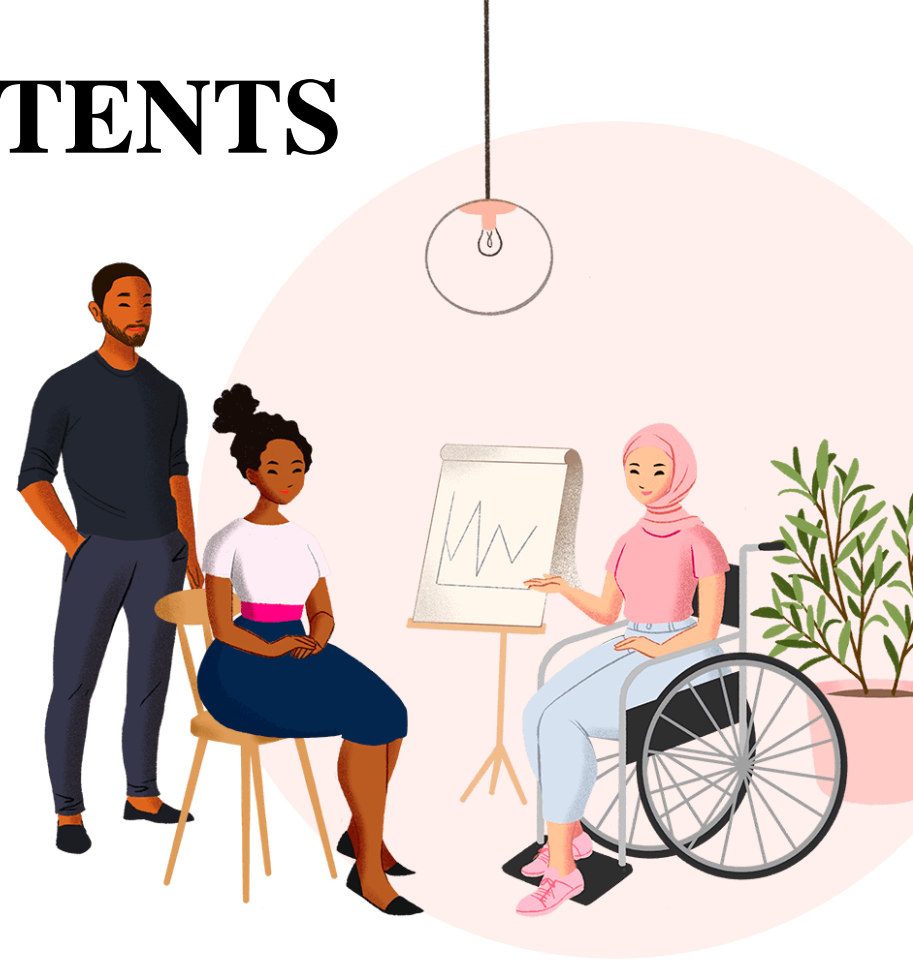# 3ᴿᴰ SEM

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U-1 CONTENTS

- Introduction to Psychology – Definitions & Scope.
- Types and branches of psychology
- Major influence on Psychology- Scientific Management
- Human relations -Hawthorne Experiments.
- Implications of Psychology on Modern Industries and behavior

INTRODUCTION

- The word **"Psychology"** has its origin from two **Greek words 'Psyche' and 'Logos',** 'psyche' means **'soul' and** 'logos' means **'study'.** Thus literally, Psychology means **'the study of soul' or 'science of soul'**

- **Psychology** is the **science of human behavior and mental processes.**

- **Psychologist studies behavior to determine WHY it occurs!**
    (overt actions and reactions)

- **Mental processes are our internal experiences**
            thoughts, feelings, memories…

NEED OF PSYCHOLOGY

- **Psychology helps us scientifically evaluate common beliefs and misconceptions about behavior and mental processes.**

- **Scientific psychology has four basic goals:**
❑ To describe.
❑ To explain.
❑ To predict.
❑ To change behavior and mental processes.

- **Psychological information is based on empirical evidence**.
    This is information based on direct observation and measurements with scientific method.

NEED OF PSYCHOLOGY

- Psychologists have different ways of looking at the same problem, which is why there are so many sub-fields of psychology.

- Psychology's roots began in philosophy, but the focus changed to a scientific focus.

- This scientific focus remains today.

- Well-known psychological perspectives in history developed by **Sigmund Freud.**

- Freud believed that **emotional problems** are due to **anxiety** from unresolved conflicts that reside in unconscious.

PSYCHOANALYTICAL THEORY

- Freud was an early pioneer in treating emotional disorders and was the first to provide counseling and therapy to patients.

- Free association and dream interpretation were developed technique to explore the unconscious processes

- Freud was one of the first to treat emotional disorders.

- Freud's theories were the first to suggest that our childhood experiences impact our adult behaviors

- The first to provide therapy for patients. Developed dream interpretation and free association

BEHAVIORISM PSYCHOANALYSIS THEORY

- Behaviorism was founded by **John Watson** in direct opposition to Psychoanalytic Theory.

- Behaviorism focused on behavior that can be measured and observable. This returned the scientific approach to psychology.

- We can describe, predict, and control that behavior.

- Behaviorist's believe people are controlled by their environment.

- Behaviorism focuses on observable behavior

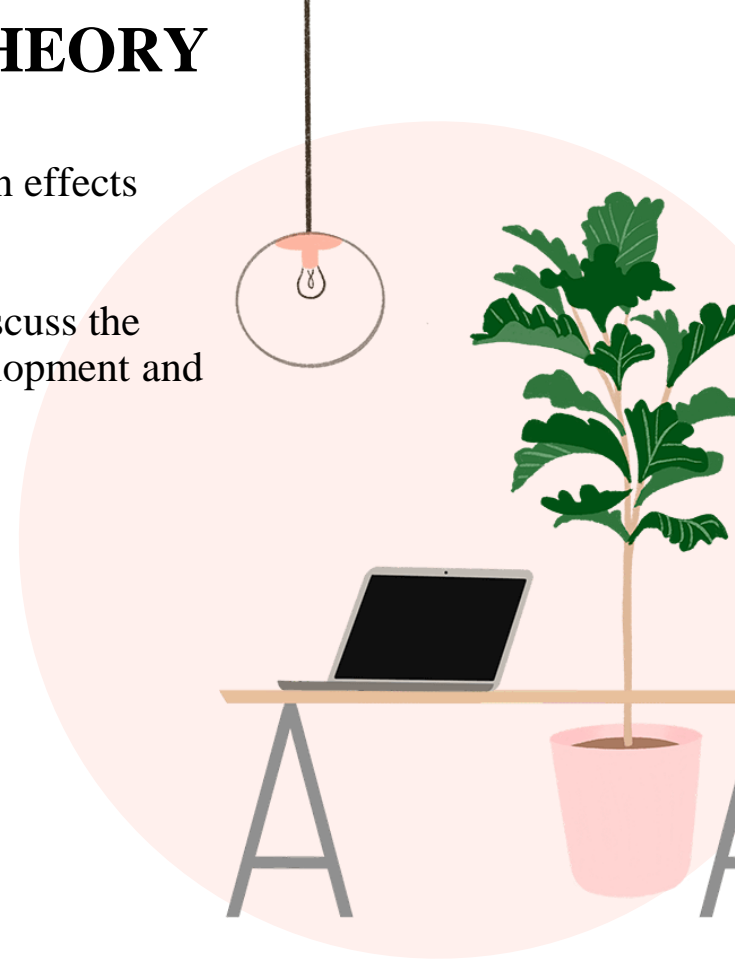- We are the result of what we have learned from our environment.

COGNITIVE PSYCHOANALYSIS THEORY

- Cognitive psychology believes that behaviors are performed because of ideas and thoughts.

- The cognitive perspective focuses on such processes as perception, memory, and thinking.

- That's what this area of psychology believes and Cognitive psychology currently exerts a strong influence in psychology.

BIOPSYCHOLOGY THEORY

- How biological factors affect mental processes and how the brain effects behavior.

- Behavior and biology interact in important ways, and we will discuss the impact of this field when examining psychopharmacology, development and genetics.

Thanks!