HUMAN PSYCHOLOGY

3RD SEM

ABHINAV SRIVASTAVA
Asst.Prof.
SET

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

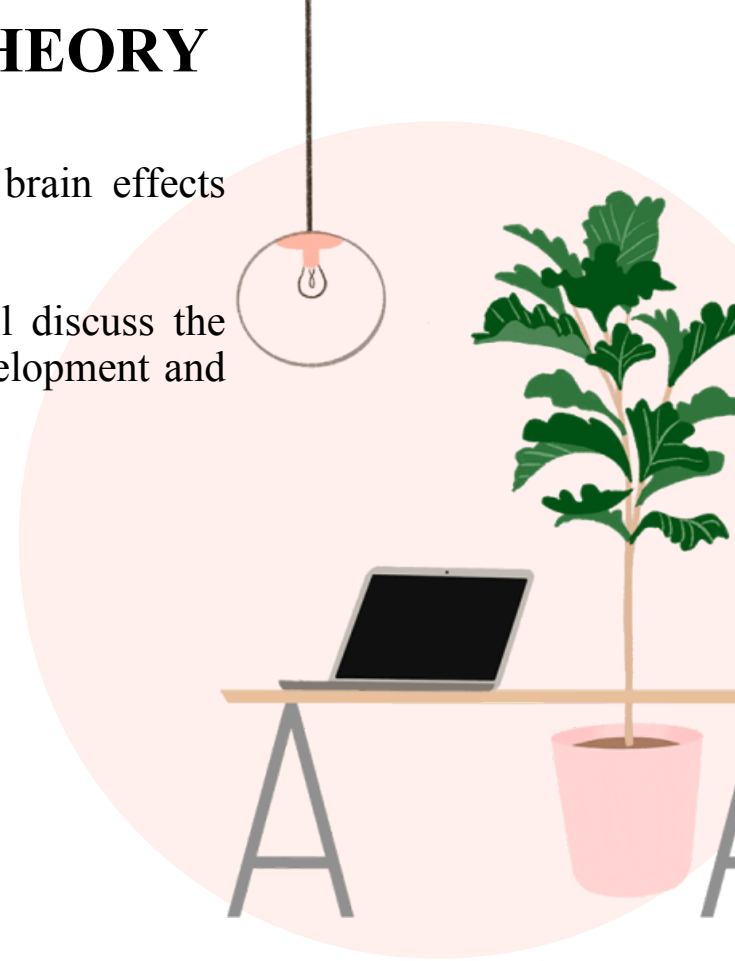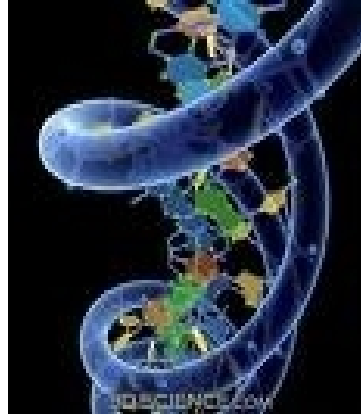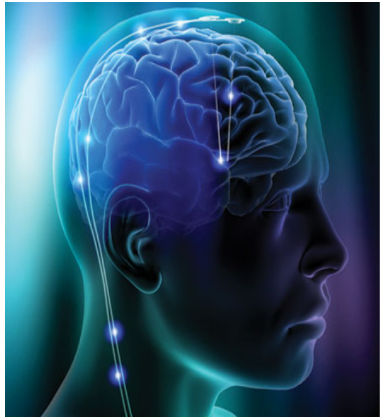- We are the result of what we have learned from our environment.

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.

RESEARCH AND PROFESSIONAL AREAS IN PSYCHOLOGY

❑ **Developmental:** Looks at human development across the life span. Developmental psychology once focused primarily on child development but today devotes a great deal of research to adolescence, adulthood, and old age.

❑ **Social:** Focuses on interpersonal behavior and the role of social forces in governing behavior. Typical topics include attitude formation, attitude change attraction, aggression, intimate relationships, and behavior in groups.

❑ **Experimental:** Encompasses the traditional core of topics such as sensation, perception, learning, conditioning, motivation and emotion.

❑ **Physiological:** Examines the influence of genetic factors on behavior and the role of the brain, nervous system, endocrine system, and bodily chemicals in the regulation of behavior.

RESEARCH AND PROFESSIONAL AREAS IN PSYCHOLOGY

❑ **Personality:** Interested in describing and understanding individuals' consistency in behavior, which represents their personality. This area is interested in factors that shape personality and with personality assessment.

❑ **Clinical:** Concerned with evaluation, diagnosis, and treatment of individuals with psychological disorders, as well as treatment of individuals with psychological disorders. Principal activities include interviewing clients, psychological testing, and providing group and individual psychotherapy.

❑ **Counseling**: Overlaps with clinical psychology in that specialists in both areas engage in similar activities – interviewing, testing, and providing therapy. Counseling psychologists usually work with a somewhat different clientele, providing assistance to people struggling with everyday problems of moderate severity – they specialize in family, marital, or career counseling
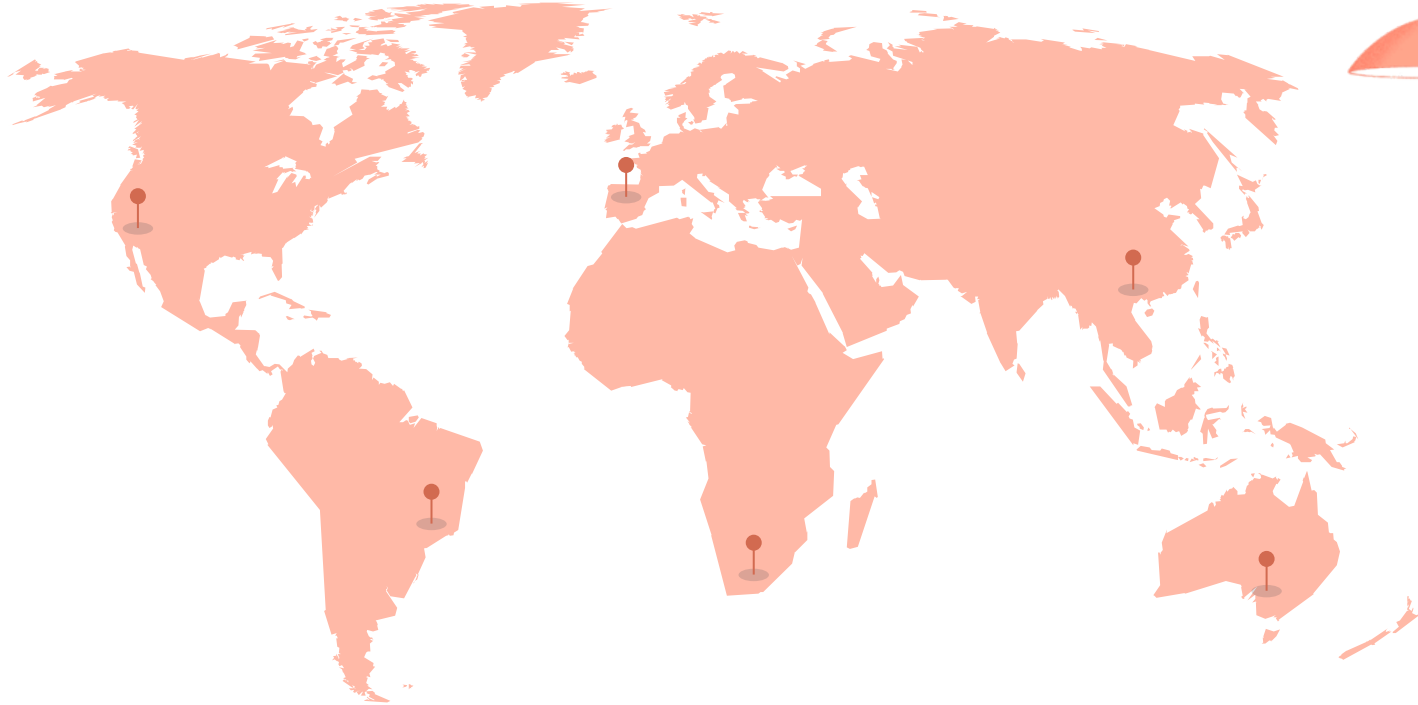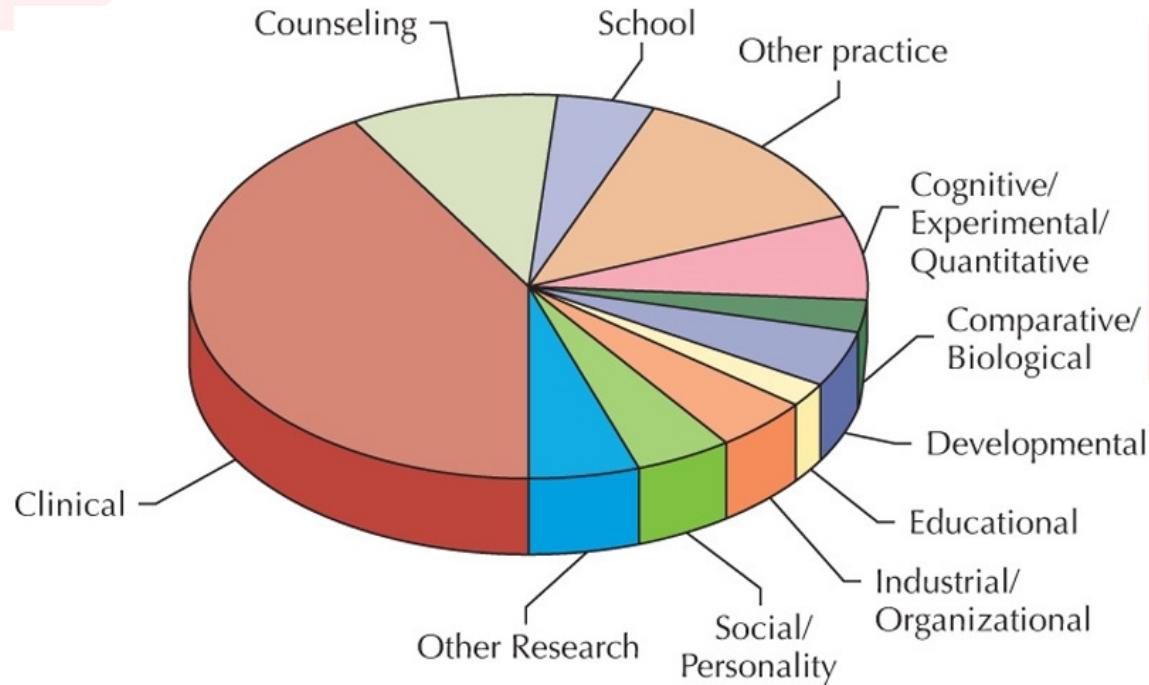
RESEARCH AND PROFESSIONAL AREAS IN PSYCHOLOGY

❑ **Cognitive:** Focuses on "higher" mental processes such as memory, reasoning, information processing, language, problem solving, decision making, and creativity.

❑ **Educational:** Work to improve curriculum design, achievement testing, teacher training, and other aspects of the educational process. School psychologists usually work in elementary or secondary schools, where they test and counsel children having difficulties in school and aid parents and teachers in solving school-related problems.

❑ **I/O:** Perform a wide variety of tasks in the world of business and industry. These tasks include running human resources departments, working to improve staff morale and attitudes, striving to increase job satisfaction and productivity, examining organizational structures and procedures, and making recommendations for improvements.

SCOPE OF PSYCHOLOGY

RESEARCH AND PROFESSIONAL AREAS IN PSYCHOLOGY

PROFESSIONAL AREAS IN PSYCHOLOGY

Art Therapist	Engineering Psychologist https://www.youtube.com/watch?v=WSp6V-7UCmQ
Aviation Psychologist	Experimental Psychologist
Career or Vocational Counselor	Forensic or Criminal Psychologist
Clinical Psychologist	Geropsychologis (about adults)
Consumer Psychologist	Industrial-Organizational Psychologist
Counselor	Health Psychologist

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Psychologist

Growth Centre (I) Pvt Ltd

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- Mumbai, Bengaluru

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Job description

- Making assessments and interpretations based on biopsychosocial evaluations, psychometric tests, semi-structured interviews, therapy sessions and neuropsychological assessments.
- Collaborating with other healthcare providers to evaluate medical and physical condition of clients.
- Formulating and creating personalized interventions, treatments and management plans for clients.
- Assessing clients' risk, considering their mental health and social needs when performing interventions.
- Interacting with clients and other parties regarding performing interventions.
- Employing various treatment methods such as psychotherapy, hypnosis, behavior modification, stress reduction therapy and psychodrama.
- Measuring effectiveness of interventions and implementing changes where required.
- Ensuring the maintenance and safe storage of accurate program and client records, and all other pertinent documents.
- Maintaining confidentiality of clients? treatment and records in accordance with HIPAA. Participating in clinical training seminars and mentoring assistant psychologists, psychology students and interns on site.
- Working towards positioning the agency as a pioneer in psychological interventions.

Role

Retail Store Manager

Thanks!