

## ORIGINS OF PSYCHOLOGY –

Philosophical roots which led to **Wundt** opening the 1<sup>st</sup> experimental lab in Germany 1879.

**Introspection** – examining your thoughts, feelings, emotions and sensations. Metronome used → first attempt at controlled lab.

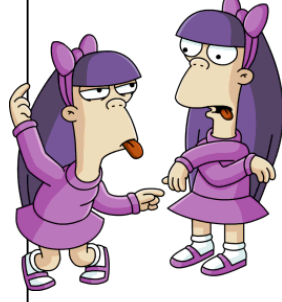
**Psychology as a science** (needs to be empirical, objective, replicable with a hypothesis and general laws)

- ⊖ Reductionist / Subjective / non-observable
- ☺ Led to the development of alternate approaches / real-life application.



**COGNITIVE** → internal mental processes. We rely on **inference** a to **predict** behaviour and use **models**.

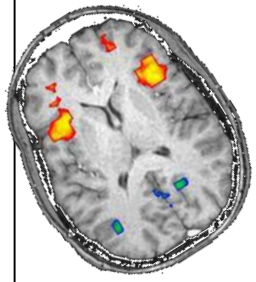
- Input
- Process
- Output



We develop **schema** (mental shortcut) to help us understand the world → can lead to stereotypes!

**Cognitive Neuroscience** → combination of cognitive & biological. Study of brain structure and neurology.

- ⊖ Lab-based / machine reductionism
- ☺ Lab-based / real-life application



**BIOLOGICAL** → ALL behaviour is internal (brain, genes, neurochemistry, hormones, evolutionary)

- **Monozygotic** twins (100%) & **Dizygotic** twins (50%) → The higher the **concordance** rate the higher the genetic basis.
- Adoption studies combat twins shared environment, Family studies show concordance through generations.
- **Genotype** (DNA code) & **Phenotype** (external feature)
- Brain structure (4 lobes)
- Neurochemistry (serotonin & Depression)
- Evolutionary theory (Adaptation and innate)

- ⊖ Biological reductionism / determinism / lab-based / ignores environment.
- ☺ Scientific / real-life application / nature-nurture → diathesis-stress model.

## BEHAVIOURISM (PAVLOV & SKINNER)

ALL behaviour is learnt and only measure observable behaviour.

**Classical Conditioning** → Learn through association to create to CR.

**Operant Conditioning** → Learn through + / - reinforcement.

- ⊖ Animals → unethical / deterministic / ignores cognition & biology
- ☺ Controlled / Scientific / Real-life application



## Social Learning Theory

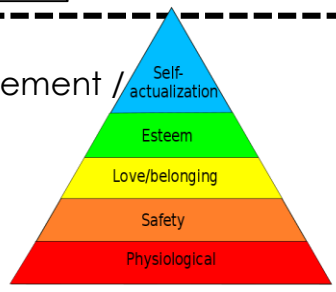
Observation + Vicarious reinforcement / Identification = Imitation

**Mediational processes:**

1. Attention
2. Retention
3. Motor Production
4. Motivation (Vicarious reinforcement)

**BANDURA** → Bobo doll / role models / 72 children / all imitated their model.

- ☺ Explains cultural norms / mediational processes.
- ⊖ Lab study / ignores biology / difficult to test → external variables present / doesn't explain HOW children learn aggression.



**HUMANISM** → Focuses on conscious experiences in the present day, humans have free will over their behaviour and should be viewed holistically.

**MASLOW** → Hierarchy of needs. We are all striving towards **self-actualisation** and will oscillate through the hierarchy of needs during life until we meet it. Our behaviour adapts to meet our needs.

- ☺ Real-life application → education / business.
- ⊖ Individualistic / abstract / idiographic.

**PSYCHODYNAMIC** → Freud believed that all behaviour and feeling and influenced by unconscious drives which stem from childhood experiences.

**Iceberg analogy** → Under the water is the **unconscious**, an aspect of ourselves that we're unaware of. Under the surface is the **preconscious**, where dreams and parapraxes seep through and above the water is our **conscious**, our present and current awareness.

**Tripartite personality** → **ID** (demands instant pleasure), **EGO** (in contact with reality and responsible for compromise to reduce tension) and **SUPEREGO** (morals, responsible for guilt and pride)

**Defence mechanisms** → Protect the ego and reduces conflict and anxiety between the id and superego. **DENIAL, DISPLACEMENT** and **REPRESSION**



**Psychosexual stages** → Stages that each child progresses through. They experience conflicts at each stage that they must resolve.

- Oral
- Anal
- Phallic
- Latency
- Genital

- ☺ Real-life application / evidence of DM / qualitative data.
- ⊖ Gender bias / Determinism / abstract and difficult to test / cultural bias

## Psychoanalysis →

Psychological problems are rooted in our unconscious which create symptoms.

- Dream analysis
- Free association
- Freudian slips
- Transference relationships

**Oedipus complex** → During the phallic stage, boys will develop unconscious desires for his mother and will want to rid their rival father. They develop castration anxiety and eventually identify with their father.

**ROGERS** → Humans have a basic need to feel valued and accepted by others (**Unconditional Positive Regard**) but we live in a society where there are **Conditions of Worth** placed upon us which affect our **congruence**.

**Self-concept** → Self-worth / Self-image / Ideal-self  
**Congruence** → When our ideal self and our self-image match.

**Incongruence** → When our ideal self and our self-image don't match. This can lead to negative self-worth and increased use of defence mechanisms to hide the difference.

**Q-SORT test** → an objective test to produce a congruence score.

**PERSON CENTRED COUNSELLING** → A talking therapy which creates an atmosphere of unconditional positive regard, aims to identify conditions of worth and supports the client in reaching self-actualisation.

- ☺ Real-life application / holistic / tried to be scientific with Q-Sort.
- ⊖ Not scientific / relies on self-awareness.