

Welcome to Psychology 101



Turn Off That Phone!

Instructor Introduction

- ⌘ Name and email
- ⌘ Office and office hours
- ⌘ A little background



Student Introduction

- ⌘ 2 out-of-class activities (1.1, 1.3), due:

- ⌘ with a copy of WVU student ID
 - ☑ Show of hands:
 - ☑ From: WV, region, west of the Mississippi
 - ☑ First in family to attend WVU, to attend college



Psychology at WVU

- ⌘ APA Undergraduate Program of Excellence
 - ☒ 800+ pre-majors and majors
 - ☒ BA and BS degrees
 - ☒ Psi Chi Regional Outstanding Chapter and Outstanding Advisor
- ⌘ APA Graduate Program of Excellence
 - ☒ Behavior Analysis
 - ☒ Clinical
 - ☒ Child Clinical
 - ☒ Life Span Development



Psychology is...

- ⌘ A _____ that studies _____ and the _____ and _____ processes associated with _____.
- ⌘ The _____ that applies this science to _____ problems
- ⌘ Symbolized with a _____

7 Organizing Themes

- ⌘ Psychology as a field of study:
 1. _____
 2. Theoretically _____
 3. Evolves in _____ context
- ⌘ Focus on Behavior:
 - ☒ 4. Determined by _____ causes
 - ☒ 5. Shaped by _____
 - ☒ 6. Influenced jointly by _____ and _____
- ⌘ 7. People's experience of the world is highly _____.

PSYC 101 Course Structure

- ⌘ 14 chapters with learning objectives
 - ☑ In the Activity Guide; tells you exactly what you need to learn
- ⌘ Lectures will include material *NOT* covered in the text
 - ☑ This material is fair game for exams
 - ☑ But...the material from the chapter is important, regardless of whether the material is discussed in class
- ⌘ Take-home message: Pay attention in class. Take notes. Read the chapter. Study.

Assessment

- ⌘ Quizzes = ____ points total (___points each)
- ⌘ Homework/assignments = ____ points
- ⌘ Extra resources
 - ☑ Tutoring
 - ☑ Thomson/Wadsworth site

Points	Grade
_____	A
_____	B
_____	C
_____	D
_____ or below	E (Fail)



Quiz Windows

- ⌘ Eleven quiz grades, 14 opportunities
 - ☑ One at the end of each section; multiple choice, completed in the TLC (room xxxx LSB)
- ⌘ Quiz windows vary by section. YOUR windows:
- ⌘ [insert window dates here]

Not in High School Any More

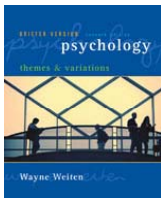
⌘ In addition to out-of-class assignments...

- ☑ Read ahead in text
- ☑ Go back over lecture
- ☑ Be aware of due dates
- ☑ Post questions/answers on course website

⌘ Be active

- ☑ Ask questions in class
- ☑ Seek tutoring if needed
- ☑ Take responsibility for your education

Required Materials



Weiten, W. (2007).
Psychology: Themes and
Variations, Briefer
Version, 7th Edition;
Thomson/Wadsworth
Publishing

AND

ACTIVITY GUIDE



Our Web Site:

<http://ecampus.wvu.edu>

- ☑ Click "Log In"
- ☑ Enter your MIX username & password



Hints on how to study

- ⌘ Set up a schedule (_____)
- ⌘ Study in a quiet location
- ⌘ Reward studying
- ⌘ Read carefully
 - ☑ Use active reading methods
 - ☑ Mark, highlight, question, integrate
- ⌘ Be a critical thinker

Objective 1.9

Thinking Critically About Psychology


The ability and willingness to assess claims and make judgments on the basis of _____ and _____, rather than _____.

⌘ Be willing to wonder

⌘ Define your _____

⌘ Examine the _____


⌘ Analyze _____ and _____



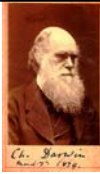

Psychology Today: A Thriving Science and Profession

- ⌘ Major perspectives
 - ☑ _____
 - ☑ _____
 - ☑ _____
 - ☑ _____
 - ☑ _____
 - ☑ _____
- ⌘ Early approaches
 - ☑ _____
 - ☑ _____
 - ☑ _____

- ⌘ Early approach that emphasized the analysis of immediate experience into _____.
- ⌘ Interested in _____ happens.
- ⌘ Trained _____
 - ☑ Volunteers taught to observe, analyze and describe their own sensations, mental images, and emotional reactions.
- ⌘ Key player = _____ (1832-1920)
First to call himself a _____



- ⌘ emphasized the _____ or purpose of behavior and consciousness.
- ⌘ Interested in _____ something happens
- ⌘ _____ broadened field of psychology to include the study of _____, _____, _____ and _____.
- ⌘ Inspired by _____ (1802-1882)
- ⌘ Key player = _____ (1842-1910)

- ⌘ A theory of _____ and a method of _____
- ⌘ Emphasizes _____ motives and conflicts.
- ⌘ Currently more influential in _____ than in _____
- ⌘ Key player = _____




Table 1.1 Overview of Six Contemporary Theoretical Perspectives in Psychology

Perspective and Its Influential Period	Principal Contributors	Subject Matter	Basic Premise
Behavioral (1913-present)	John B. Watson Ivan Pavlov B. F. Skinner	Effects of environment on the overt behavior of humans and animals	Only observable events (stimulus-response relations) can be studied scientifically.
Psychoanalytic (1900-present)	Sigmund Freud Carl Jung Alfred Adler	Unconscious determinants of behavior	Unconscious motives and experiences in early childhood govern personality and mental disorders.
Humanistic (1950s-present)	Carl Rogers Abraham Maslow	Unique aspects of human experience	Humans are free, rational beings with the potential for personal growth, and they are fundamentally different from animals.
Cognitive (1950s-present)	Jean Piaget Noam Chomsky Herbert Simon	Thoughts; mental processes	Human behavior cannot be fully understood without examining how people acquire, store, and process information.
Biological (1950s-present)	James Olds Roger Sperry David Hubel Torsten Wiesel	Physiological bases of behavior in humans and animals	An organism's functioning can be explained in terms of the bodily structures and biochemical processes that underlie behavior.
Evolutionary (1980s-present)	David Buss Martin Daly Margo Wilson Leda Cosmides John Tooby	Evolutionary bases of behavior in humans and animals	Behavior patterns have evolved to solve adaptive problems; natural selection favors behaviors that enhance reproductive success.

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⌘ _____ (1874 – 1949) &
_____ (1878- 1958)

⌘ Study behavior for its own
_____ – not for insights
into ‘_____’,

⌘ _____ make behavior
more likely; _____, less
likely

Psychology as the behaviorist views it is a purely objective experimental branch of natural science. Its theoretical goal is the prediction and control of behavior. Introspection forms no essential part of its methods, nor is the scientific value of its data dependent upon the readiness with which they lend themselves to interpretation in terms of consciousness. The behaviorist, in his efforts to get a unitary scheme of animal response, recognizes no dividing line between man and brute. The behavior of man, with all of its refinement and complexity, forms only a part of the behaviorist's total scheme of investigation." From Watson's *Psychology as the Behaviorist Views It* (1913)

The _____ Perspective

⌘ Approach that emphasizes how the _____ and _____
affect a person's or animal's actions.

■ This perspective involves

- _____
- _____

■ Researchers identify themselves as:

- _____,
- _____ or
- _____ psychologists
- _____



_____ **Psychology:**
The _____ Basis of Behavior

- _____ perspective - behavior explained in terms of _____ processes
- James Olds** (1956)
 - Electrical stimulation of the brain evokes emotional responses in animals
- Roger Sperry** (1981)
 - Left and right brain specialization

The _____ Perspective

- ⌘ Psychological approach that emphasizes _____ and changes associated with actions, feelings and thoughts.
- ⌘ This perspective involves:
 - _____
 - _____ chemistry
 - _____
 - _____ influences
- ⌘ Researchers may identify themselves as:
 - _____ psychologists
 - _____ psychologists



Putting the Psyche Back in Psychology:
The Return of _____

- ⌘ _____ = mental processes involved in acquiring knowledge
- ⌘ 1950's and 60's – _____, _____, **and** _____
 - Application of scientific methods to studying internal mental events
 - _____ **psychology**: the new dominant perspective?

The _____ Perspective

⌘ Approach that emphasizes _____ in _____, _____, _____ solving and other areas of behavior.

⌘ This perspective involves

☒ _____ models of human thinking

☒ Change in _____ over life span

☒ _____ testing

⌘ Researchers may identify themselves as _____ or _____ psychologists.





_____ Perspective

⌘ Approach that emphasizes _____ influences on behavior

⌘ This perspective includes:

☒ _____ psychology or the study of rules, roles groups and relationships.

☒ _____ psychology or the study of cultural norms, values and expectations.

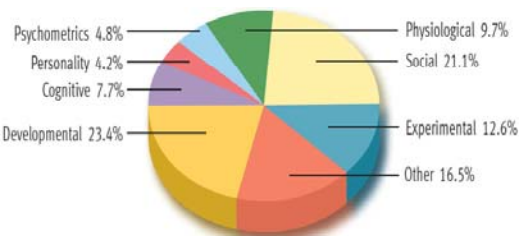
⌘ Researchers may identify themselves as:

☒ _____ psychologists

☒ _____ psychologists

Major perspectives & areas of interest

Biological, Learning, Cognitive, Sociocultural



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Area	Focus of research
Developmental psychology	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 psychology	Focuses on interpersonal behavior and the role of social forces in governing behavior. Typical topics include attitude formation, attitude change, prejudice, conformity, attraction, aggression, intimate relationships, and behavior in groups.
Experimental psychology	Encompasses the traditional core of topics that psychology focused on heavily in its first half-century as a science: sensation, perception, learning, conditioning, motivation, and emotion. The name experimental psychology is somewhat misleading, as this is not the only area in which experiments are done. Psychologists working in all the areas listed here conduct experiments.
Physiological psychology	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.
Cognitive psychology	Focuses on "higher" mental processes, such as memory, reasoning, information processing, language, problem solving, decision making, and creativity.
Personality	Is interested in describing and understanding individuals' consistency in behavior, which represents their personality. This area of interest is also concerned with the factors that shape personality and with personality assessment.
Psychometrics	Is concerned with the measurement of behavior and capacities, usually through the development of psychological tests. Psychometrics is involved with the design of tests to assess personality, intelligence, and a wide range of abilities. It is also concerned with the development of new techniques for statistical analysis.

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⌘ 241

⌘ 251

⌘ 202

⌘ 426

⌘ 423

⌘ 363

⌘ Charges that both were _____; diverse opposition groups got together to form a loose alliance. A new school of thought emerged - _____

☑ Led by _____ (1908-1970) and _____ (1902-1987)

☑ Emphasis on the unique qualities of humans: _____ and _____

_____ Psychology:
Individual & Cultural Differences

⌘ _____ – viewing one's own group as _____ and as the standard for judging

⌘ Historically: middle and upper class white males studying middle and upper class white males

⌘ 1980's – increased interest in how _____ influence behavior

⌘ Growing global _____ & diversity

_____ **Psychology:**
Human Adaptations

⌘ Central premise: _____
occurs for behavioral, as well as
physical, characteristics

⌘ **Buss, Daly & Wilson, Cosmides &
Tooby** – 80's and 90's

- ☒ Studied natural selection of mating preferences, jealousy, aggression, sexual behavior, language, decision making, personality, and development
- ☒ Thought provoking perspective gaining in influence, but not without criticism

_____ **Psychology**

⌘ Martin Seligman's epiphany

⌘ _____ concerns revisited

⌘ Uses theory and research to better understand the _____,
_____, and fulfilling aspects
of human existence

- ☒ _____ experiences
- ☒ _____ individual traits
- ☒ _____ and communities

_____ **Perspective**

A psychological approach that emphasizes
_____ within the individual, such
as _____, _____ or the
movement of _____ energy.

⌘ This perspective includes:

- ☒ _____ thoughts,
desires, conflicts.

⌘ Little _____ is
being conducted in this
area.



Other areas of research...



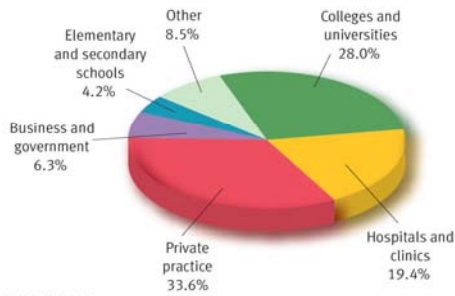
☒ _____ theorists have been associated with a variety of different psychological perspectives

☒ Interested in _____ that are stable across time



☒ The development of _____ tests to assess psychological variables (such as intelligence)

Where do psychologists work?



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West Virginia University

_____ Psychologists

☒ Research in areas of _____ or _____ psychology.

☒ Examples include:

- ☒ _____ psychologists
- ☒ _____ psychologists
- ☒ _____ psychologists
- ☒ _____ psychologists
- ☒ _____ psychologists

Psychological _____

- ⌘ _____ : problems in everyday life.
- ⌘ _____ : work with parents, teachers and students to enhance student performance.
- ⌘ _____ : diagnose, treat, and study (severe) mental or emotional problems.
- ⌘ _____ : in business and industry (HR, etc.) with hiring and training

Clinical Psychologists are not:

- ⌘ _____
 Anyone who does any type of _____.
- ⌘ _____
 Individuals who receive training in _____.
- ⌘ _____
 _____ who diagnose and treat mental disorders.

Psychologists in Other Settings

Many psychologists blend one or more of these professions, and may subscribe to more than one perspective!!

- ⌘ Sports
- ⌘ Consumer Issues
- ⌘ Advertising
- ⌘ Organizational Problems
- ⌘ Environmental Issues
- ⌘ Public policy
- ⌘ Opinion polls
- ⌘ Military training
- ⌘ Animal behavior
- ⌘ Legal Issues
