


**PSYCHOLOGY**  
(8th Edition)  
David Myers

PowerPoint Slides  
Aneeq Ahmad  
Henderson State University



Worth Publishers, © 2006

---

---

---


---

---

---

---

---



**Prologue: The Story of  
Psychology**

---

---

---

---

---

---

---

---

**Prologue: The Story of Psychology**

**Psychology's Roots**

- Prescientific Psychology
- Psychological Science is Born
- Psychological Science Develops

3

---

---

---

---

---

---

---

---

## Prologue: The Story of Psychology

### Contemporary Psychology

- Psychology's Big Debate
- Psychology's Three Main Levels of Analysis
- Psychology's Subfields

4

---

---

---

---

---

---

---

---

## Psychology's Roots

### Prescientific Psychology



In India, Buddha wondered how sensations and perceptions combined to form ideas.

5

---

---

---

---

---

---

---

---

## Prescientific Psychology

### Confucius (551-479 B.C.)



In China, Confucius stressed the power of ideas and of an educated mind.

6

---

---

---

---

---

---

---

---

## Prescientific Psychology

Hebrew Scriptures



Hebrew scriptures linked mind and emotion to the body.

7

---

---

---

---

---

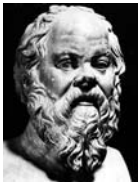
---

---

---

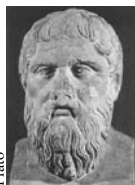
## Prescientific Psychology

Socrates (469-399 B.C.) and Plato (428-348 B.C.)



Socrates

<http://www.ancient.eu/wiki/Socrates>



Plato

<http://www.ancient.eu/wiki/Plato>

Socrates and his student Plato believed the mind was separate from the body, the mind continued to exist after death, and ideas were innate.

8

---

---

---

---

---

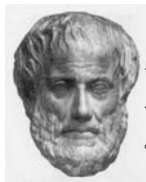
---

---

---

## Prescientific Psychology

Aristotle (384-322 B.C.)



<http://www.ancient.eu/wiki/Aristotle>

Aristotle suggested that the soul is not separable from the body and that knowledge (ideas) grow from experience.

9

---

---

---

---

---

---

---

---

## Prescientific Psychology

Rene Descartes (1596-1650)



Descartes, like Plato, believed in soul (mind) body separation, but wondered how the immaterial mind and physical body communicated.

10

---

---

---

---

---

---

---

---

## Prescientific Psychology

Francis Bacon (1561-1626)



Bacon is one of the founders of modern science, particularly the experimental method.

11

---

---

---

---

---

---

---

---

## Prescientific Psychology

John Locke (1632-1704)



Locke held that the mind was a *tabula rasa*, or blank sheet, at birth, and experiences wrote on it.

12

---

---

---

---

---

---

---

---

## Prescientific Psychology

What is the relation of mind to the body?

Mind and body are connected	Mind and body are distinct
The Hebrews	Socrates
Aristotle	Plato
Augustine	Descartes

13

---

---

---

---

---

---

---

---

## Prescientific Psychology

How are ideas formed?

Some ideas are inborn	The mind is a blank slate
Socrates	Aristotle
Plato	Locke

14

---

---

---

---

---

---

---

---

## Psychological Science is Born

Structuralism



Wundt (1832-1920)



Titchner (1867-1927)

Wundt and Titchner studied the elements (atoms) of the mind by conducting experiments at Leipzig, Germany in 1879.

15

---

---

---

---

---

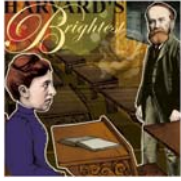
---

---

---

## Psychological Science is Born

### Functionalism



James (1842-1910)



Mary Calkins

Influenced by Darwin, William James established the school of functionalism, which opposed structuralism.

16

---

---

---

---

---

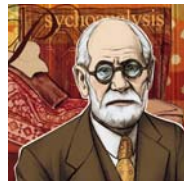
---

---

---

## Psychological Science is Born

### The Unconscious Mind



Freud (1856-1939)

Sigmund Freud and his followers emphasized the importance of the unconscious mind and its effects on human behavior.

17

---

---

---

---

---

---

---

---

## Psychological Science Develops

### Behaviorism



Watson (1878-1958)



Skinner (1904-1990)

Watson (1913) and later Skinner emphasized the study of overt behavior as the subject matter of scientific psychology.

18

---

---

---

---

---

---

---

---

## Psychological Science Develops

### Humanistic Psychology



Maslow and Rogers emphasized current environmental influences on our growth potential and our needs for love and acceptance.

19

---

---

---

---

---

---

---

---

---

---

## Psychology Today

We define psychology today as the scientific study of behavior (what we do) and mental processes (inner thoughts and feelings).

20

---

---

---

---

---

---

---

---

---

---

## Psychological Associations & Societies



The American Psychological Association is the largest organization of psychology with 160,000 members world-wide, followed by The British Psychological Society with 34,000 members.

21

---

---

---

---

---

---

---

---

---

---

## Psychology's Big Debate

### Nature versus Nurture



Darwin stated that nature selects those that best enable the organism to survive and reproduce in a particular environment.

22

---

---

---

---

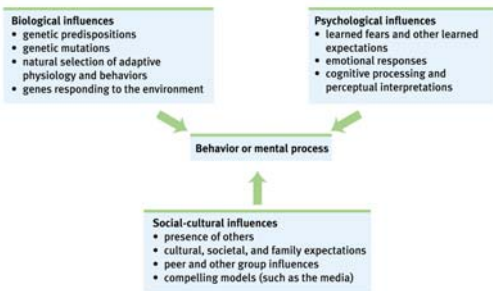
---

---

---

---

## Psychology's Three Main Levels of Analysis



23

---

---

---

---

---

---

---

---

## Psychology's Current Perspectives

Perspective	Focus	Sample Questions
<b>Neuroscience</b>	How the body and brain enables emotions?	How are messages transmitted in the body? How is blood chemistry linked with moods and motives?
<b>Evolutionary</b>	How the natural selection of traits the promotes the perpetuation of one's genes?	How does evolution influence behavior tendencies?
<b>Behavior genetics</b>	How much our genes and our environments influence our individual differences?	To what extent are psychological traits such as intelligence, personality, sexual orientation, and vulnerability to depression attributable to our genes? To our environment?

24

---

---

---

---

---

---

---

---

## Psychology's Current Perspectives

Perspective	Focus	Sample Questions
<b>Psychodynamic</b>	How behavior springs from unconscious drives and conflicts?	How can someone's personality traits and disorders be explained in terms of sexual and aggressive drives or as disguised effects of unfulfilled wishes and childhood traumas?
<b>Behavioral</b>	How we learn observable responses?	How do we learn to fear particular objects or situations? What is the most effective way to alter our behavior, say to lose weight or quit smoking?

25

---

---

---

---

---

---

---

---

---

---

## Psychology's Current Perspectives

Perspective	Focus	Sample Questions
<b>Cognitive</b>	How we encode, process, store and retrieve information?	How do we use information in remembering? Reasoning? Problem solving?
<b>Social-cultural</b>	How behavior and thinking vary across situations and cultures?	How are we – as Africans, Asians, Australians or North Americans – alike as members of human family? As products of different environmental contexts, how do we differ?

26

---

---

---

---

---

---

---

---

---

---

## Psychology's Subfields: Research

Psychologist	What she does
<b>Biological</b>	Explore the links between brain and mind.
<b>Developmental</b>	Study changing abilities from womb to tomb.
<b>Cognitive</b>	Study how we perceive, think, and solve problems.
<b>Personality</b>	Investigate our persistent traits.
<b>Social</b>	Explore how we view and affect one another.

27

---

---

---

---

---

---

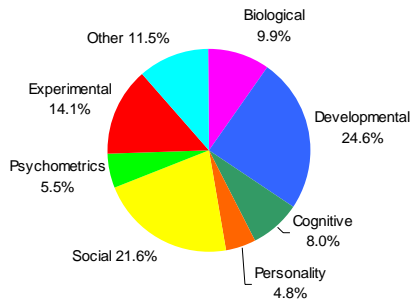
---

---

---

---

## Psychology's Subfields: Research



Data: APA 1997

28

---

---

---

---

---

---

---

---

## Psychology's Subfields: Applied

Psychologist	What she does
<b>Clinical</b>	Studies, assesses, and treats people with psychological disorders
<b>Counseling</b>	Helps people cope with academic, vocational, and marital challenges.
<b>Educational</b>	Studies and helps individuals in school and educational settings
<b>Industrial/Organizational</b>	Studies and advises on behavior in the workplace.

29

---

---

---

---

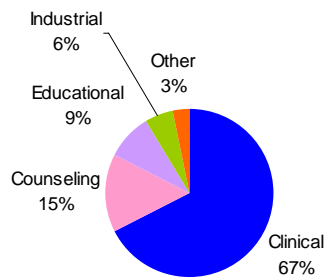
---

---

---

---

## Psychology's Subfields: Applied



Data: APA 1997

30

---

---

---

---

---

---

---

---

## Clinical Psychology vs. Psychiatry

A **clinical psychologist** (Ph.D.) studies, assesses, and treats troubled people with psychotherapy.

**Psychiatrists** on the other hand are medical professionals (M.D.) who use treatments like drugs and psychotherapy to treat psychologically diseased patients.

31

---

---

---

---

---

---

---

---

## Close-up

### Your Study of Psychology

Survey, Question, Read, Review and Reflect (SQ3R)

- **Survey:** What you are about to read, including chapter outlines and section heads.
- **Question:** Ask questions. Make notes.
- **Read:** Make sure you read outlines, sections and chapters in entirety.
- **Review:** Margin definitions. Study learning outcomes.
- **Reflect:** On what you learn. Test yourself with quizzes.

32

---

---

---

---

---

---

---

---

## Close-up

### Additional Study Hints

- Distribute your time.
- Listen actively in class.
- Overlearn.
- Be a smart test-taker.

33

---

---

---

---

---

---

---

---