

Psychology

Studying the mind and
behaviour of the individual

What do Psychologists Do?

- They study how and why humans act as they do
- Instead of studying how humans function in cultures or societies, psychologists focus on the individual, and the personal and unique experiences that influence how the individual acts and thinks



Types of Psychology

Experimental Psychology (research based)

- The branch that sets up experiments to see how individuals act in particular situations such as...
 - Question - Would you help a complete stranger that was being threatened with violence from another person?





The Case of Kitty Genovese

At 3:15 a.m., on the night of March 13, 1964, Kitty Genovese was returning home, from her job as manager of Ev's 11th Hour, a bar in the Hollis section of Queens. Her apartment was in the Kew Gardens section of Queens, a cheerful place with private homes, apartment houses, and neighbourhood stores. Like many in the area, Genovese parked her car in a lot adjacent to the Long Island Railroad Station.

Genovese locked her car and began the 100-foot walk to her apartment building, little realizing that she had been spotted leaving the bar and followed. Soon, though, she noticed a man at the far end of the parking lot, she changed direction, heading toward a call box for the 102d police precinct. But she got only as far as a street light when the man grabbed her. "Oh my God, he stabbed me! Please help me! Please help me!" Genovese screamed. Lights went on in a nearby 10-story apartment house and somebody yelled "Let that girl alone!" The assailant walked to a car and drove off. Genovese struggled to her feet. The apartment building's lights went out.

Then the assailant came back and stabbed Genovese again. "I'm dying"
Genovese shrieked. "I'm dying!" Again, lights went on.

Again, the assailant went to his car and drove away.

Again, Genovese struggled to her feet.

Again, the assailant returned. By then, Genovese had crawled to the back of her apartment building. (Because the building has retail stores on the first floor, the entrance to the apartments were in the rear.) The assailant saw Genovese on the floor, at the foot of the stairs. He stabbed her a third time. And Kitty Genovese died.

Finally, at 3:50 am (35 minutes after the first attack), the police received a phone call from a neighbour of Genovese's . In two minutes they were on the scene.



??????



- This provoked concern and questions over why people are unwilling to get involved in uncomfortable situations even if someone's personal safety is at risk...
- This is an example of something psychologists would research...
- In one study they determined that people have a tendency see themselves as **bystanders** in such situations rather than as **actors**
- **actors** are people who become active participants in a situation [Another Bystander Experiment](#)

Clinical Psychology

- **Clinical Psychology** is the branch that develops programs for treating individuals suffering from mental illnesses and behavioural disorders
 - Example... Psychologists treat dangerous offenders in federal prisons in an attempt to prevent them from reoffending on release
- They use the DSMIVR, which is the diagnostic book used to determine which illness or disorder a person may have
 - In May this will be updated officially to the DSM-5



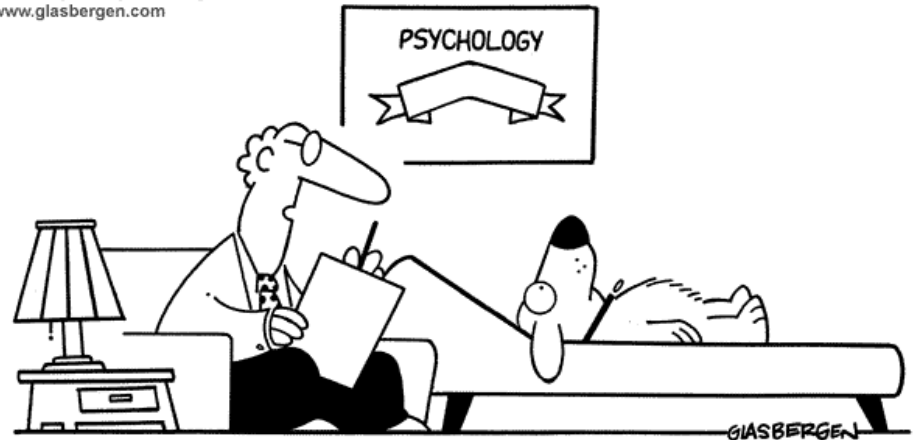
"I'm going to be late, dear. It's total craziness here."

Psychological Schools of Thought

Like the other social sciences, psychology has been divided into a number of schools of thought or perspectives including...

- Psychoanalytic Theory
- Learning Theory

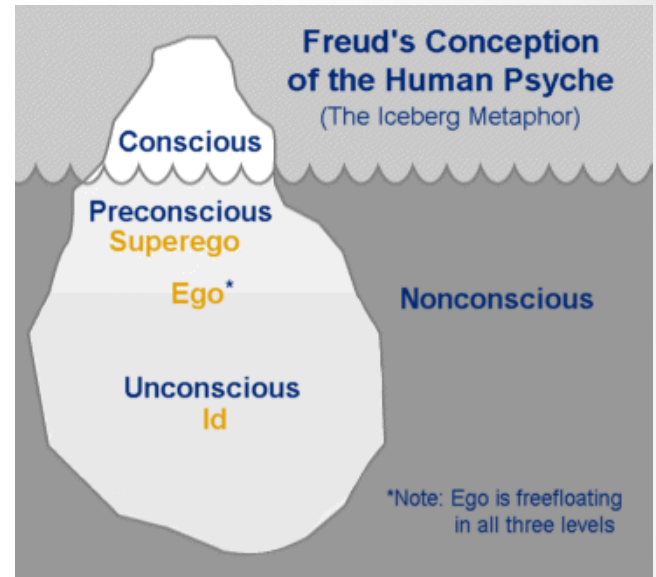
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“Your mother never read to you and your father never hugged you. That’s why you drink from the toilet.”

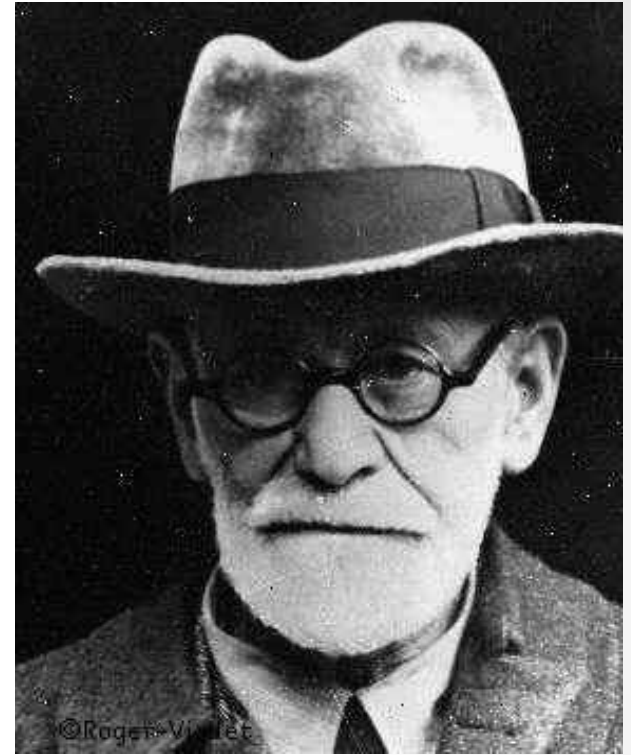
Psychoanalytic Theory

- The mind is divided into two parts: the **conscious** and the **unconscious**
- We are aware of our conscious but not aware of our unconscious
- According to psychoanalysts, our unconscious mind has a great deal of influence on our personalities and our behaviour even if we are not aware of it



Sigmund Freud

- The founder of **psychoanalytic theory**
- He believed our early **childhood experiences**, usually involving our relationships with parents and family, are stored in our **unconscious mind**, particularly anything that is unresolved
- While we are normally unaware of these memories, they can have a powerful influence on the way we function



**“A man who did
enough cocaine to kill
a small horse?”**

(Good Will Hunting ,1997)

Learning Theory

- Learning Theorists feel that humans are born with little instinct but much learning potential
- They believe that most human behaviour is learned, especially in child and youth
- Learning Theory actually involves three main types of learning...

Behaviourism

1. Classical Conditioning
2. Operant Conditioning

Social Learning Theory

3. Modeling or Observational

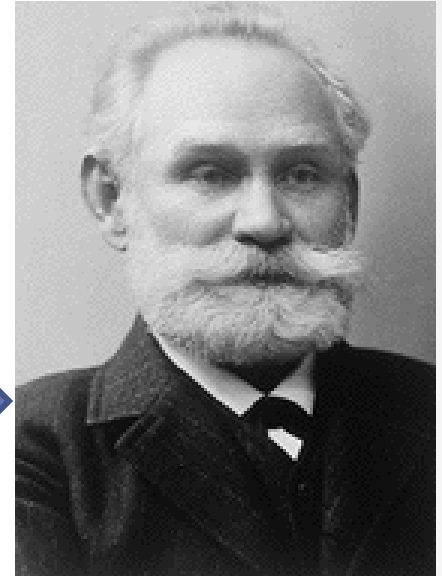
Behaviourists believe that psychologists can predict & control or modify human behaviour by manipulating factors & understanding what motivates human behaviour

Social learning theorists believe that a social element is also involved, where people can learn new information and behaviours by [Albert Bandura \(Born in 1925\)](#) watching other people

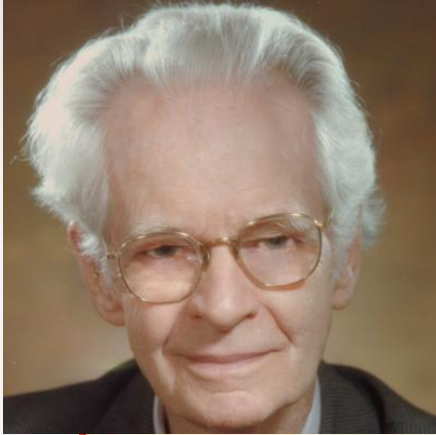
Ivan Pavlov (1849-1936)

Classical Conditioning

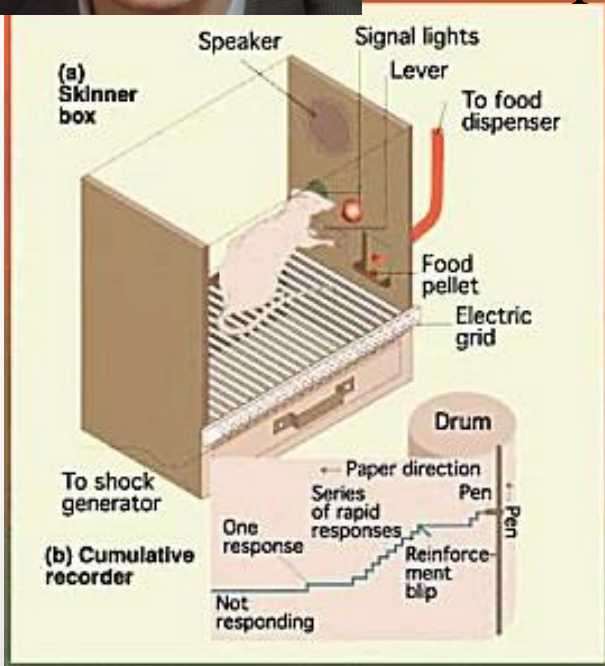
- Pavlov's experiments with dogs showed that it was possible to get a dog to associate the sound of a bell with the imminent arrival of food
- At the sound of a bell, the dog would salivate in anticipation
- [Dwight version](#)
- Essentially, when you pair one stimulus with another you can condition someone to learn to associate one stimulus with another



B.F. Skinner (1904-1990)



Rat Clip



Operant Conditioning

- Skinner proved that pigeons could be trained to peck at a particular coloured disk to get food rewards
- His experiments with rats found that they can be trained to press a lever when rewarded with food
- He believed that if the subject is correctly rewarded it will give the appropriate response **(positive reinforcement results in encouraging behaviour)**
- Operant Conditioning is based on some type of operation or behaviour which is then rewarded ~ [Big Bang Clip](#)

Albert Bandura (Born in 1925)



Modelling or Observational learning

- Bandura concluded that learning is largely a modeling experience or learning through social interaction - also includes motivation of rewards
- When humans observe behaviour - either acceptable or unacceptable - they are more likely to practice it
- Question - What does this mean to us? [Bandura Clip](#)

Psychology & Social Change

- When it comes to psychology and social change we are essentially looking at changes that can occur to an individual's attitudes, beliefs and behaviours and the effect of these changes on the rest of society.
 - Psychologists are interested in why and how we change our thoughts and behaviours and how doing so can affect society at large
 - If we become more healthy and stable does this improve the stability of society ?
 - How we think, what we value and believe and how we act reflects changes in social attitudes and practices
 - If we know what drives individuals, we can better predict overall changes and help individuals make personal changes that contribute to the health of society

Consolidation...

- When it comes to changing individual behaviours which approach do you think is more effective, looking to understand our unconscious desires and internal drives or using positive and negative reinforcement and punishment?
- Do you think our individual beliefs, values and behaviours impact the community we live in?

