

## Origins of Psychology

### Emergence of Psychology as a Science

**Wilhelm Wundt** - 1879 - first lab for studying mind: Leipzig, Germany. Moved study of mind away from Philosophy & Biology.  
**Introspection:** conscious inspection of conscious processes.

## Behaviourism

**Behaviour is learned from the environment. Tabula rasa**

**Classical Conditioning (C/C):** learning through association  
van Pavlov: research into Classical Conditioning - dog conditioned to associate bell (CS) with food (UCS).

**Operant Conditioning (O/C):** learning through consequences  
Reinforcement makes it more likely behaviour is repeated.

Punishment makes it less likely behaviour is repeated.

Positive: added something/Negative: remove something (avoid)  
B.F. Skinner: research using Skinner box. Rats taught behaviour of pressing lever with consequences. E.g. positive reinforcement with food pellet.

- ✓ **Supporting Evidence:** Watson & Raynor (1920) Little Albert
- ✓ **Practical Application:** Systematic Desensitisation (C/C)
- ✓ **Research Method:** Highly controlled lab experiments
- ✗ **Animal research** - generalisability?
- ✗ **Debate:** Environmentally deterministic
- ✗ **Debate:** Nature vs. Nurture (only Nurture)

## Biological Approach

**Behaviour is innate, inborn. Everything psychological is first biological (physiological).**

**Genetics:** genotype (genetic make up) & phenotype (genes + environment - the genotype expressed). Twins (MZ & DZ)

**Brain Structures:** parts of brain control behaviour (e.g. Broca's area -> speech production)

**Neurochemicals:** imbalance of neurotransmitters affects behaviour (e.g. lower serotonin & OCD)

**Evolution:** natural selection, survival of fittest, adaptation (e.g. rooting reflex)

- ✓ **Supporting Evidence:** Phineas Gage / Twin studies
- ✓ **Practical Application:** Drug treatments (e.g. SSRIs OCD)
- ✓ **Research Method:** Highly controlled lab experiments
- ✗ **Debate:** Biologically deterministic
- ✗ **Debate:** Nature vs. Nurture (only nature)

Self-observation of your own thoughts, in the present. Presented stimulus e.g. metronome. Highly systematic analysis.

- ✓ **Father of Psychology:** starting point, foundation for future.
- ✗ **Highly Subjective:** self-report; unable to verify thoughts.

## Social Learning Theory

**Behaviour is learned indirectly through observation.**

**Imitation:** copying behaviour of others.

**Modelling:** demonstration of behaviour to be imitated

**Identification:** associate yourself with a role model

**Vicarious Reinforcement:** indirect: observing someone else be reinforced or punished.

**Mediating Cognitive Processes:** internal mental processes that come between stimulus & response. Attention, Retention, Reproduction, Motivation.

- ✓ **Supporting Evidence: Bandura (1961):** children imitated aggressive behaviour of adult role model they observed interact with a **Bobo doll**.
- ✗ **Cumberbatch (1997):** Bobo doll novel, artificial task.
- ✓ **Practical Application:** influence of role models on behaviour; advertising, public health campaigns
- ✓ **Comparison:** bridge between Behaviourism & Cognitive
- ✗ **Debate:** Only nurture

## Psychodynamic Approach

**The Role of the Unconscious:**

1. Driving, motivating force behind behaviour & personality
2. Protects conscious self from anxiety, fear, trauma, & conflict.

**Structure of Personality:** Id = pleasure principle /

Ego = reality principle / Superego = morality principle

**Psychosexual Stages of Development:** OAPLG / Phallic - Oedipus & Electra Complex (internalise/identification). Conflict at each stage. Libido. Fixation.

**Defence Mechanisms:** unconscious resource used by ego to manage conflict: Repression, Denial, Displacement

- ✓ **Practical Application:** Psychoanalysis (therapy)
- ✓ **Foundation for Future Theories:** Bowlby - attachment
- ✓ **Supporting Evidence:** Case study of Little Hans (1909)
- ✗ **Research Methods:** Unscientific/unfalsifiable
- ✗ **Debates:** Psychic determinism

## Cognitive Approach

**Cognition** = mental processes / thinking

**Internal Mental Processes:** perception, memory, language.

**Inferences:** drawing conclusion about mental processes (that we cannot see), based on observable behaviour.

**Theoretical & Computer Models:** Representation of the mind. Information processing: input/process/output. E.g. Multi-Store Model of Memory.

**Role of Schemas:** mental representation/package of information that organises knowledge developed from past experiences. USEFUL: think quickly, mental shortcuts, predict. DISTORT: memories and perception due to expectations.

**Emergence of Cognitive Neuroscience:** brain structure & mental processes: Paul Broca -> Tulving et al. (1994) (PET scan).

- ✓ **Practical Application:** CBT / Cognitive Interview
- ✓ **Research Method:** Highly controlled lab experiments
- ✗ **Research Method:** Artificial tasks/lacks ecological validity
- ✗ **Machine Reductionist:** ignores emotions

## Humanistic Approach

**Self-Actualisation:** innate tendency to achieve ones full potential. **Focus on the Self/Personal Growth.**

**Abraham Maslow:** Motivation. Hierarchy of Need.

**Carl Rogers: Congruence** (if self-image & ideal self overlap).

**Conditions of Worth:** standards placed on child by parents that they need to meet if to be accepted. IF --> THEN

**Influence of Counselling Psychology:** Client Centred Therapy (Therapist = Genuineness, Empathy, Unconditional Positive Regard). Individual as expert of own condition, not therapist.

**Free will:** active agents, personal agency, ability to make choices.

- ✓ **Research Methods:** Qualitative data, insight, richness.
- ✗ **Research Methods:** Subjective, non-scientific, unfalsifiable.
- ✓ **Practical Application:** Maslow's Hierarchy of Need to Businesses & motivating employees. Rogers: Client Centred Therapy (optimistic, growth).
- ✓ **Debates: Holistic** - context & meaning of behaviour.
- ✗ **Culturally biased:** Westernised, individualistic

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