

Unit 1 : Introduction to Psychology

Week2



Outline

1

Definitions of Psychology

2

Sub Disciplines of Psychology

3

Main Goals of Psychology

4

Importance of Psychology



Psychology

Psychology : the scientific study of mind and behavior

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Greek Words

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Psychology



Psyche

LIFE



Logos

EXPLANATION

Psychology



a popular major for students, a popular topic in the public media,
and a part of our everyday lives.

Psychology



a field that will provide you with new ways of thinking about your own thoughts, feelings, and actions.

Psychologists



Take many approaches to understand human behavior

Definition



Psychology

The science dealing with mental phenomena and processes.

Psychologists study emotions, perception, intelligence, consciousness, and the relationship between these phenomena and processes and the work of the glands and muscles.



What is taught in psychology?

The study of **human behavior** and the **mind**, history of the **field of psychology**, as well as explore current **theories** and **issues** in areas such as cognition, motivation, and wellness.



Types psychologists working in the fields of psychology

01 Aviation Psychologist

02 Biopsychologist

03 Business Psychologist

04 Clinical Psychologist

05 Cognitive Psychologist

06 Community Psychologist

07 Comparative Psychologist

08 Counseling Psychologist



Types psychologists working in the fields of psychology

09 Cross-Cultural Psychologist

13 Environmental Psychologist

10 Developmental psychologist

14 Forensic Psychologist

11 Educational Psychologist

15 Health Psychologist

12 Engineering Psychologist

16 Industrial-Organizational
Psychologist



Types psychologists working in the fields of psychology

- 17 Consumer Psychologist
- 18 Military Psychologist
- 19 Personality Psychologist
- 20 School Psychologist
- 21 Social Psychologist



Aviation Psychologists

- Study behavior of pilots and other flight crew members.
- Perform research on airline safety, develop new training equipment, and help select suitable employees.
- Work with other professionals including engineers and human factors psychologists to design different components of airplanes such as the cabins or flight decks.



For example



- Select or even develop psychological tests used to screen applicants for elite pilot positions.

For example



- It is essential to choose candidates who are healthy, stable, and capable of coping with intense pressure.

For example



- Aviation psychologists utilize their knowledge of psychology to ensure that only the best people are chosen for these critical roles.

Business Psychologists

- combine the science of human behavior with the study of the work environment, in order to encourage productive and sustainable performance for organizations and workers



Community Psychologists

- Conduct research on community health issues.
- Help to lead positive changes at both the individual and community levels.
- Work in a range of settings at universities, government agencies, community organizations, and private businesses as professors, consultants, policy advisors, program directors, and researchers.



Community Psychologists (cont.)

- Develop real-world solutions that can immediately be put into practice.
- Work to address social problems, promote health and wellness, and enact policies that improve people's lives.



Counseling Psychologists

- Provide psychotherapy to people suffering from psychological disturbances, behavioral problems, emotional difficulties, stress, and related issues.



Cross-Cultural Psychologists

- Look at how people vary across cultures and how cultural affiliations influence behavior.
- Explore how different aspects of behavior may be either universal or varied across different cultures.



Industrial–Organizational Psychologists

- Study workplace behavior such as how to select the best employees for particular jobs and how to increase worker productivity.
- Utilize his or her knowledge of psychological principles to design assessments to screen candidates for specific job roles.



Industrial–Organizational Psychologists (cont.)

- Develop training programs for existing employees in order to increase knowledge, maximize efficiency, and minimize injury.
- Assess businesses on an organizational level.
- Look for new ways to lower costs, improve efficiency, and increase employee satisfaction and retention.



Consumer Psychologists

a sub-specialty of industrial-organizational psychology

the psychology of consumer behavior/marketing

- Research consumer behavior and develop marketing strategies to promote businesses.
- Help businesses better understand what makes consumers purchase products and services.



Consumer Psychologists

- Research how buyers respond to marketing messages, analyze decision-making strategies, and investigate the role that emotions play in purchasing choices.



Consumer Psychologists (cont.)

- Help businesses develop marketing messages, identify target audiences, develop products that appeal to specific consumers, and learn about how attitudes toward brands and products form and change.
- accomplish these tasks through the use of market research surveys, experiments, naturalistic observations, and consumer focus groups.



Consumer psychologists study a variety of topics including:

- How consumers choose businesses, products, and services?
- The thought processes and emotions behind consumer decisions.
- How environmental variables such as friends, family, media, and culture influence buying decisions?



Consumer psychologists study a variety of topics including:

- What motivates people to choose one product over another?
- How personal factors and individual differences affect people's buying choices?
- What marketers can do to effectively reach out to their target customers?



Personality Psychologists

- Study the different aspects of personality and how individual traits influence an individual's life and behavior.



For example



- Study how personality forms and whether it can be changed.

For example



- Investigate whether certain personality traits are tied to specific illnesses or disorders, how personality influences the decisions people make, and the many factors that contribute to the development of personality.

Social Psychologists

- Study the behavior of groups including how people behave in social settings and how groups influence individual behavior.
- Investigate a wide range of topics including attitudes, prejudice, communication, interpersonal relationships, aggression, and persuasion.





SECTION BREAK

10 minutes

What can we learn from psychology?

- 01 Increase self-understanding and insight
- 02 Understand human nature
- 03 Overcome biases
- 04 Understand motivation and goal-setting
- 05 Improve communication and empathy
- 06 Become a better parent
- 07 Become a better person



Increase self-understanding and insight



- We can better understand ourselves, our motives, and our patterns of behavior.

Increase self-understanding and insight



- Psychological assessments allow us to better know and understand our true selves.

Understand human nature



- It helps us better understand our natural urges and internal forces, such as aggression, sexuality, and dominance—the “survival mechanisms” that we must learn to govern and control in order to become more civilized human beings.

Overcome biases



- Social psychology teaches us about biases, such as the in-group, out-group bias, that are at the root of prejudice and discrimination.

Overcome biases



- For example, explains why we so often place blame on a person and pay less attention to the situational factors that caused a person to behave in a certain way.

Overcome biases



- Clearly understanding our biases in social perception can help us become more empathic and understanding of others, and ourselves.

Understand motivation and goal-setting



- By gaining insight into what motivates us, and by using the well-supported notion of goal-setting,

Understand motivation and goal-setting



- we can learn to accomplish great things, and
- we can better understand why we strive for the outcomes and goals that we do.

Improve communication and empathy



- Learning about topics such as emotional intelligence and nonverbal communication can help us pay attention to the subtle, unspoken cues in others that allow us to connect with them on a deep, emotional level.

Become a better parent



- There is no doubt that learning something about developmental psychology can help you become a better parent, and raise a more psychologically-healthy child.

Become a better person



- The positive psychology movement focuses on topics such as happiness, forgiveness, gratitude, and meaning in life.

Become a better person



By showing gratitude, understanding what true forgiveness is all about, and building personal character, we become better, more fulfilled individuals.

5 Main Goals of Psychology



5 Main Goals of Psychology (cont.)

01

Observe behavior and describe, often in minute detail, what was observed as objectively as possible.



02

While descriptions come from observable data, psychologists must go beyond what is obvious and explain their observations.



03

Once we know what happens, and why it happens, we can begin to speculate what will happen in the future. **“the best predictor of future behavior is past behavior.”**



5 Main Goals of Psychology (cont.)

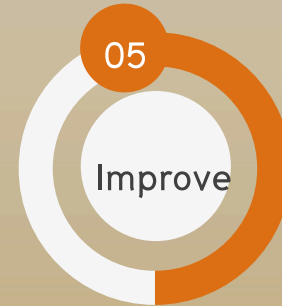
04

Once we know what happens, why it happens and what is likely to happen in the future, we can exert control over it.



05

Not only do psychologists attempt to control behavior, they want to do so in a positive manner, they want to improve a person's life, not make it worse. This is not always the case, but it should always be the intention.



Why is psychology useful?



Psychology is the study of people's behavior, performance, and mental operations. It also refers to the application of the knowledge which can be used to understand events, treat mental health issues , and improve education, employment, and relationships.



Thank you

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