

ORIGINS OF PSYCHOLOGY – Philosophical roots which led to **Wundt** opening the 1st experimental lab in Germany 1879.

Introspection – examining your thoughts, feelings, emotions and sensations. Metronome used → first attempt at controlled lab.

Psychology as a science (needs to be empirical, objective, replicable with a hypothesis and general laws)

- ⊖ Reductionist / Subjective / non-observable
- ⊕ Led to the development of alternate approaches / real-life application.



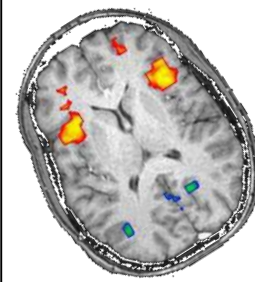
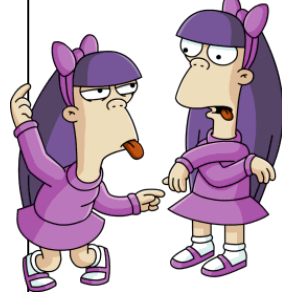
COGNITIVE → internal mental processes. We rely on **inference** to **predict** behaviour and use **models**.

- Input
- Process
- Output

We develop **schema** (mental shortcut) to help us understand the world → can lead to stereotypes!

Cognitive Neuroscience → combination of cognitive & biological. Study of brain structure and neurology.

- ⊖ Lab-based / machine reductionism
- ⊕ Lab-based / real-life application



BIOLOGICAL → ALL behaviour is internal (brain, genes, neurochemistry, hormones, evolutionary)

- **Monozygotic** twins (100%) & **Dizygotic** twins (50%) → The higher the **concordance** rate the higher the genetic basis.
- Adoption studies combat twins shared environment, Family studies show concordance through generations.
- **Genotype** (DNA code) & **Phenotype** (external feature)
- Brain structure (4 lobes)
- Neurochemistry (serotonin & Depression)
- Evolutionary theory (Adaptation and innate)

- ⊖ Biological reductionism / determinism / lab-based / ignores environment.
- ⊕ Scientific / real-life application / nature-nurture → diathesis-stress model.

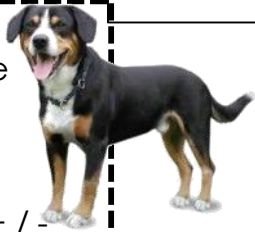
BEHAVIOURISM (PAVLOV & SKINNER)

ALL behaviour is learnt and only measure observable behaviour.

Classical Conditioning → Learn through association to create to CR.

Operant Conditioning → Learn through + / - reinforcement.

- ⊖ Animals → unethical / deterministic / ignores cognition & biology
- ⊕ Controlled / Scientific / Real-life application



Social Learning Theory

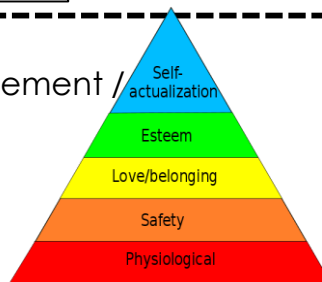
Observation + Vicarious reinforcement / Identification = Imitation

Mediational processes:

1. Attention
2. Retention
3. Motor Production
4. Motivation (Vicarious reinforcement)

BANDURA → Bobo doll / role models / 72 children / all imitated their model.

- ⊕ Explains cultural norms / mediational processes.
- ⊖ Lab study / ignores biology / difficult to test → external variables present / doesn't explain HOW children learn aggression.



HUMANISM → Focuses on conscious experiences in the present day, humans have free will over their behaviour and should be viewed holistically.

MASLOW → Hierarchy of needs. We are all striving towards **self-actualisation** and will oscillate through the hierarchy of needs during life until we meet it. Our behaviour adapts to meet our needs.

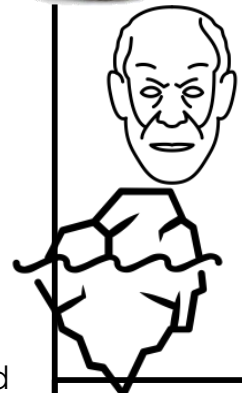
- ⊕ Real-life application → education / business.
- ⊖ Individualistic / abstract / idiographic.

PSYCHODYNAMIC → Freud believed that all behaviour and feeling and influenced by unconscious drives which stem from childhood experiences.

Iceberg analogy → Under the water is the **unconscious**, an aspect of ourselves that we're unaware of. Under the surface is the **preconscious**, where dreams and parapraxes seep through and above the water is our **conscious**, our present and current awareness.

Tripartite personality → **ID** (demands instant pleasure), **EGO** (in contact with reality and responsible for compromise to reduce tension) and **SUPREGO** (morals, responsible for guilt and pride)

Defence mechanisms → Protect the ego and reduces conflict and anxiety between the id and superego. **DENIAL, DISPLACEMENT** and **REPRESSION**



Psychosexual stages → Stages that each child progresses through. They experience conflicts at each stage that they must resolve.

- Oral
- Anal
- Phallic
- Latency
- Genital

Psychoanalysis → Psychological problems are rooted in our unconscious which create symptoms.

- Dream analysis
- Free association
- Freudian slips
- Transference relationships

Oedipus complex → During the phallic stage, boys will develop unconscious desires for his mother and will want to rid their rival father. They develop castration anxiety and eventually identify with their father.

- ⊕ Real-life application / evidence of DM / qualitative data.
- ⊖ Gender bias / Determinism / abstract and difficult to test / cultural bias

ROGERS → Humans have a basic need to feel valued and accepted by others (**Unconditional Positive Regard**) but we live in a society where there are **Conditions of Worth** placed upon us which affect our **congruence**.

Self-concept → Self-worth / Self-image / Ideal-self

Congruence → When our ideal self and our self-image match.

Incongruence → When our ideal self and our self-image don't match. This can lead to negative self-worth and increased use of defence mechanisms to hide the difference.

Q-SORT test → an objective test to produce a congruence score.

PERSON CENTRED COUNSELLING → A talking therapy which creates an atmosphere of unconditional positive regard, aims to identify conditions of worth and supports the client in reaching self-actualisation.

- ⊕ Real-life application / holistic / tried to be scientific with Q-Sort.
- ⊖ Not scientific / relies on self-awareness.