

# Unit 1: History, Approaches & Research Methods

*Today's Topic:*

**the APPROACHES**

# the psychological **APPROACHES**

## **hand gestures**

can help us to remember  
the psychological approaches

# PSYCHOANALYTIC / PSYCHODYNAMIC

Ideas put forth by Sigmund Freud and other Neo-Freudians.

## **Focuses on the ideas that:**

- your early childhood plays a huge role in shaping your personality.
- childhood traumas and experiences create unconscious drives and conflicts that impact individual personalities.

# Psychoanalytic Perspective

If a man has intimacy issues and cannot form relationships with others. What do you think someone from this school may think?

Perhaps they may delve into the man's unconscious and discover that he was bullied when he were younger. The bullying may have caused fear in getting close to others.



- Focuses on the unconscious mind.
- We repress many of our true feelings and are not aware of them.
- In order to get better, we must bring forward the true feelings we have in our unconscious.

# PSYCHOANALYTIC / PSYCHODYNAMIC

– *point behind you* -- way back



- “My past, my unconscious, determines my behavior”

# Cognitivist Perspective

- Focuses on how we think (or encode information)
- How do we see the world?
- How did we learn to act to sad or happy events?
- Cognitive Therapist attempt to change the way you think.



You meet a girl...  
Hopes are high!!!

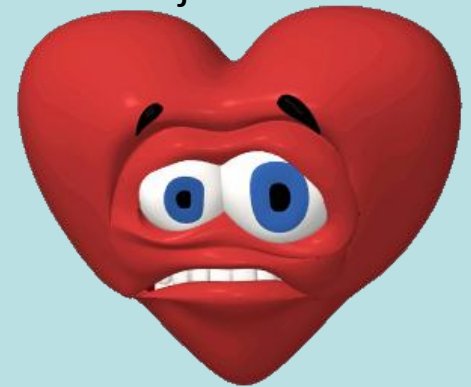


She rejects  
you...don't even  
get digits.

How do you react to the rejection?



Some learned get back on  
the horse  
And try again.



Some learned to give up  
and live a lonely life of  
solitude.

# COGNITIVIST

– *point to forehead*



- “How I think determines my behavior”

# Humanistic Perspective

- Peaked in the late 190's and 70's....so it focused on spirituality and free will.
- We have to strive to be the best we can be "self-actualization".
- Happiness is defined by the distance between our "self-concept" and "ideal self".





# HUMANISTIC

– *point to self*



- “I choose how I behave, and this helps me reach my potential.”

# Biological (Neuroscience) Perspective

- All of your feelings and behaviors have an organic root.
- In other words, they come from your brain, body chemistry, neurotransmitters, etc...

Let us imagine for a second that your dog died (sad but it will happen). You become depressed. You stop eating and sleeping. What would a psychologist from this school say is going on and how might they help you?



# NEUROSCIENCE /BIOLOGICAL *-pinky finger*



- My brain, genes, nervous system and hormones... determine my behavior.

# Behavioral Perspective



Pretend that you fail psychology class. You become depressed. In turn, you begin to binge and gain weight.

What do you think a behaviorist may do?

- Focuses on observable behaviors while putting feelings to the side.
- We behave in ways because we have been conditioned to do so.
- To change behaviors, we have to recondition the client.

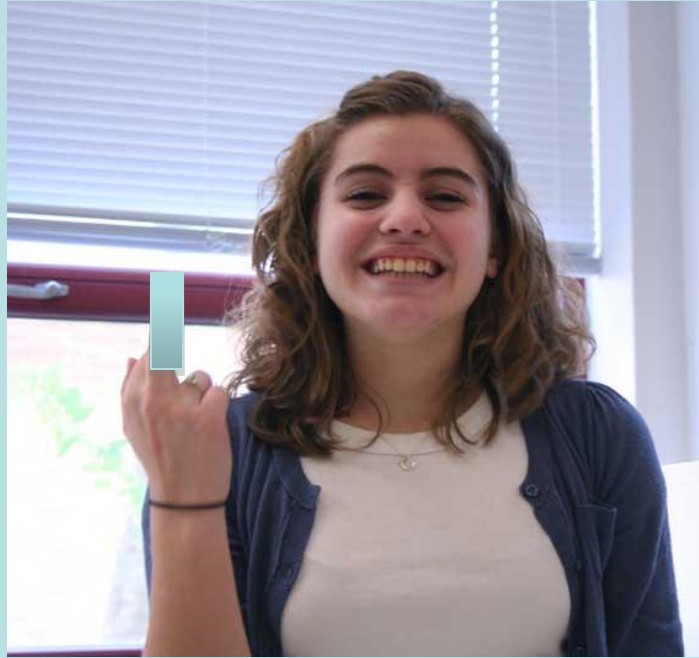


They would probably ignore the fact that you are depressed and just focus on your overeating.

Maybe make you run a mile every time you eat over 2000 calories.

# BEHAVIORAL

– *middle finger*



- “My observable behaviors are reinforced or punished, and this is what determines my behavior.”

# Socio-Cultural Perspective



- Says that much of your behavior and your feelings are dictated by the culture you live in.
- Some cultures kiss each other when greeting, some just bow.
- Does your culture place value on individual or the group?



Is this your culture???  
(many girlfriends  
and looking smooth).

# SOCIO-CULTURAL

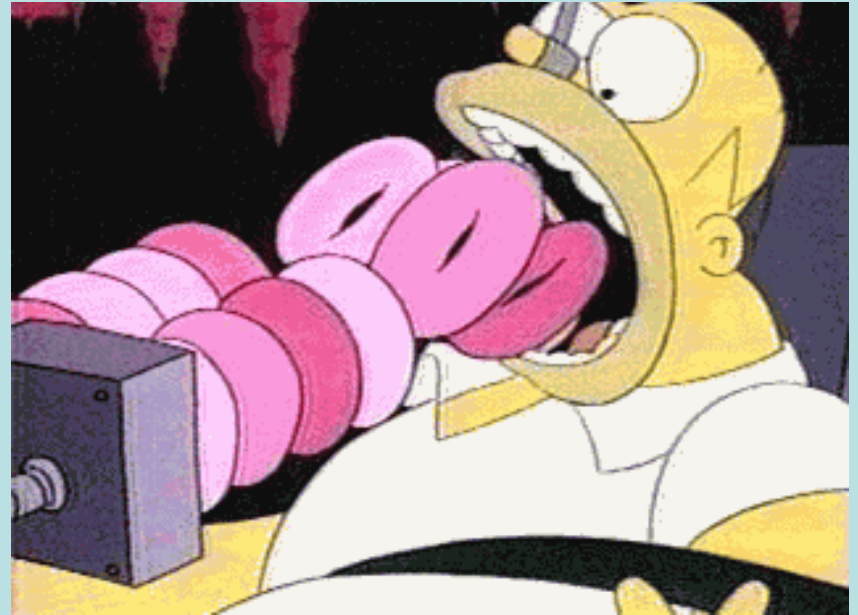
– *make “the world” gesture*



- “My culture and social environment determines my behavior “

# Evolutionary Perspective

- Focuses on Darwinism.
- We behave the way we do because we inherited those behaviors.
- Thus, those behaviors must have helped ensure our ancestors survival.



How could this behavior ensured Homer's ancestors survival?



# EVOLUTIONARY

– *opposable thumbs*



- Our behaviors are the result of our innate need to survive and reproduce

<b>Biological (Neuroscience)</b>	Behavior can be understood by describing underlying <b>biochemical</b> and <b>neurological</b> causes.	
<b>Behavioral</b>	Interested in <b>directly observable</b> behaviors that are the result of <b>external stimuli</b> .	
<b>Cognitive</b>	Cognitive psychologists study <b>thoughts &amp; processes (language, thought &amp; memory)</b> .	
<b>Humanistic</b>	Views behavior as a product of <b>free will</b> and opposed the determinism of behaviorism & psychoanalysis.	
<b>Psychodynamic (Psychoanalytic)</b>	Human behavior is primarily determined by <b>unconscious processes</b> . Stresses the importance of <b>early experiences</b> in determining later behavior patterns.	
<b>Social-Cultural</b>	Human behavior is largely the result of our <b>social environments</b> .	
<b>Evolutionary/ Sociobiological</b>	Belief that our thoughts and behaviors are the result of <b>evolutionary</b> selection pressures.	