

AP Psychology



1.2 – Modern Approaches

Modern Approaches

• Behavioral Perspective

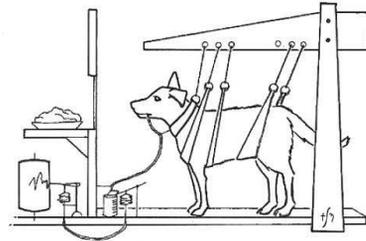
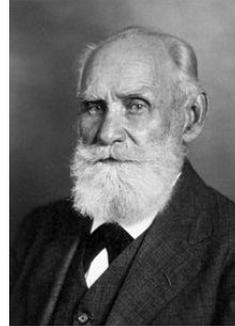
- Believe that both conscious and unconscious mental processes are unobservable
- Focuses on scientific investigations on observable behaviors that can be objectively measured
- Believe that human behavior is learned and can be controlled through the presence or absence of rewards/punishments



Modern Approaches

Behavioral Perspective

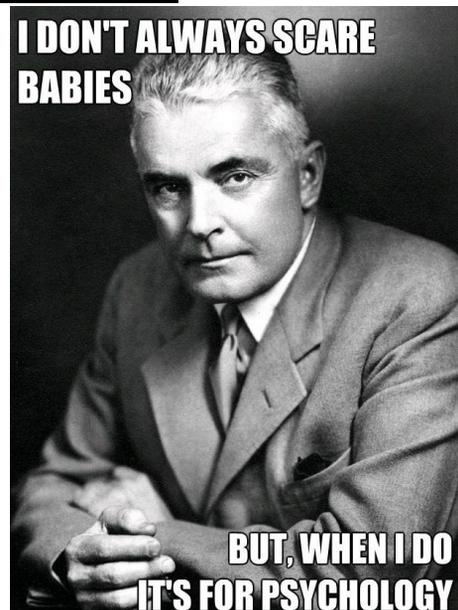
- Emerged from work of Ivan Pavlov (1849-1936)
- Conducted a series of famous experiments that demonstrated much behavior among animals is learned rather than instinctive



Modern Approaches

Behavioral Perspective

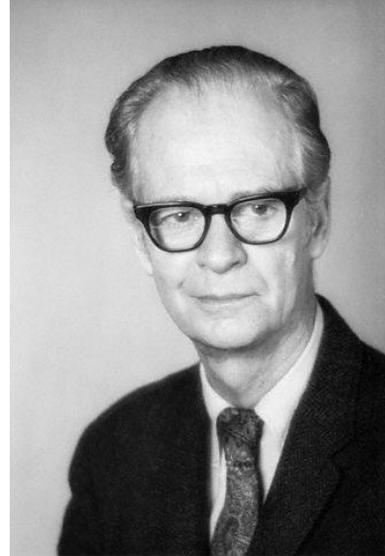
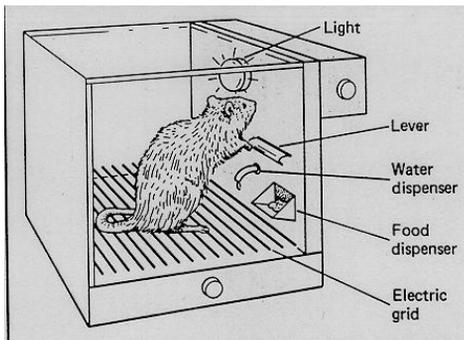
- John B. Watson (1878-1958) applied Pavlov's thinking to human behavior
 - Believed that human beings could be socialized in any direction through learning
 - "Give me a dozen healthy infants, well formed, and my own specified world to bring them up in, and I'll guarantee to take any one at random and train him to be any type of specialist I might select - doctor, lawyer, artist, merchant..."



Modern Approaches

Behavioral Perspective

- Watson's work greatly influenced B.F. Skinner (1904-1990)
- Viewed by many as the leading advocate for Behaviorism.



Modern Approaches

Humanistic Perspective

- Carl Rogers (1902-1987) played a key role in the rise of Humanistic Psychology
 - Believed that every person has the ability to self-actualize or reach their full potential.
 - Emphasized the importance of free will and choice in human behavior
- Abraham Maslow (1908-1970) was another key figure in the development of Humanism
 - Focused more on the motivation behind human behavior



The curious paradox is that when I accept myself just as I am, then I can change.

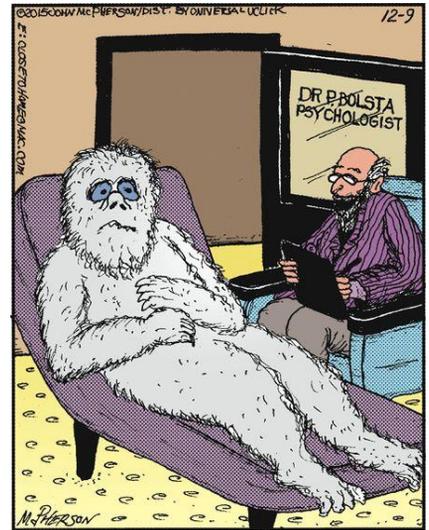
Carl Rogers



Modern Approaches

Psychodynamic Perspective

- Derived heavily from Freud's theories about the unconscious mind
 - Places less emphasis on the sexual instincts than Freud
- Approach to therapy includes repressed memories, free association, dream interpretation, and analysis of transference



"Can you tell me about the first time that you felt abominable?"

Modern Approaches

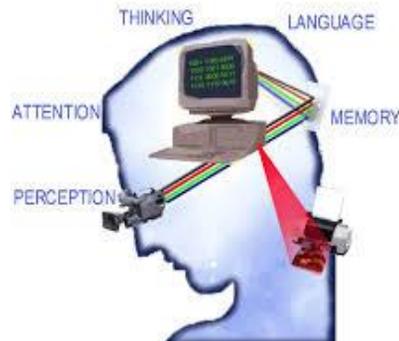
Biological Perspective

- Studies the physical bases of human thought and behavior



Cognitive Perspective

- Focuses primarily on the way humans gather, store, and process sensory information
- Use an "information-processing" model to conceptualize human memory, thinking, and problem solving



Modern Approaches

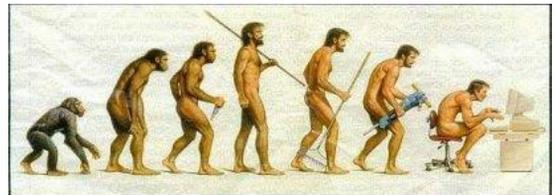
• Sociocultural Perspective

- Focuses on how culture and social institutions affect the way people think, feel, and behave



• Evolutionary Perspective

- Uses the principles of evolution to explain psychological processes and phenomena
 - Believes that natural selection plays a key role in determining human behavior
 - Example: Preferential qualities in a spouse in men vs. women?



Somewhere, something went terribly wrong

Psychology as a Discipline

- Embraces a wide range of specialty areas

- Examples:
 - **Clinical Psychology** specializes in evaluation, diagnosis, and treatment of mental and behavioral disorders
 - **Forensic Psychology** applies the principles of psychology to the legal profession, including jury selection and psychological profiling
 - **Educational Psychology** uses knowledge of how people learn to help develop instructional methods and materials
 - **Industrial-Organizational Psychology** applies psychological principles to the workplace, including employee motivation, job satisfaction, etc.

