

(zaib samraz)



The scientific study of the human mind and its functions, especially those affecting behavior in a given context. Or Psychology is the study of the mind, thoughts, feeling and behavior. It is an academic discipline which involves the scientific study of mental faculties, functions and behaviors. Psychologists attempt to understand the role of mental functions in individual and social behavior. **There are four basic goals of psychology:**

1. **To describe:** some basic observation. (what was observed)
2. **Explain:** explain with some reasons or evidence
3. **Predict:** cause and effect relationship
4. **control behavior:** application of strategies to make improvements in behavior.

Business Psychology is the study and practice of improving working life. It combines an understanding of the science of human behavior with experience of the world of work to attain effective and sustainable performance for both individuals and organizations. Psychology is critical to the workplace. It helps managers at all levels of organizations select, support, motivate and train employees. It also helps businesses design products, build better workspaces and foster healthy behavior.

How Psychology is applicable in business?

The use of psychology in business can allow you to motivate your employees, hire intelligently, expand and grow, negotiate contracts effectively, improve your staff's performance, market better, bring in more customers, and realize your goals.

Wilhelm Wundt opened the Institute for Experimental Psychology at the University of Leipzig in Germany in 1879. This was the first laboratory dedicated to psychology, and its opening is usually thought of as the

**Who is
the father
of
psycholog
y?**

HUMAN BEHAVIOR



What is behavior according to psychology?

Definition of Behavior

In psychology, behavior consists of an organism's external reactions to its environment. Other aspects of psychology, such as emotions, thoughts, and other internal mental processes.

Let's take a quick look over some major elements that paths a person's behavior inside and outside of the organization.

- ✓ Abilities. Abilities are the traits a person learns from the environment around as well as the traits a person is gifted with by birth. ...
- ✓ Gender.
- ✓ Culture.
- ✓ Perception.

5 Major Perspectives in Psychology

Quick Review:

- Psychology is the **scientific** study of human **thought, feelings** and **behavior**.
- The five major perspectives in psychology are **biological, psychodynamic, behavioral, cognitive** and **humanistic**.
- Each perspective provides its own view on the roots of **why** you do what you do.
(behavior explanation)

Why do you act the way you do? Have you ever wondered why some people are the life of the party and others prefer to curl up with a good book?

Biological-Approach

Bio psychologists look at how your nervous system, hormones and genetic makeup affect your behavior. Biological psychologists explore the connection between your *mental states* and your *brain, nerves and hormones* to explore how your thoughts, moods and actions are-shaped.

So what does that mean? It means that for the biological approach, you are the sum of your parts. You think the way you do because of the way your brain is built and because of your body's needs. All of your choices are based on your physical body.

Psychodynamic-Approach

Psychologists in this school of thought believe that unconscious drives and experiences from early childhood are at the root of your behaviors and that conflict arises when societal restrictions are placed on these urges.

Behavioral-Approach

Behavioral psychologists believe that external environmental stimuli influence your behavior and that you can be trained to act a certain way. Behaviorists like B.F. Skinner don't believe in free will. They believe that you learn through a system of reinforcements and punishment. The behavioral approach is really effective when you don't care what someone thinks, as long as you get the desired behavior. The influence of these theories affects us every day and throughout our lives, impacting everything from why we follow the rules of the road when driving to how advertising companies build campaigns to get us to buy their products.

Cognitive-Approach

In contrast to behaviorists, cognitive psychologists believe that your behavior is determined by your expectations and emotions. Cognitive psychologist Jean Piaget would argue that you remember things based on what you already know. You also solve problems based on your memory of past experiences. How you act is based upon internal thought processes.

Humanistic-Approach

Psychologists from this camp focus on how you can feel good about yourself by fulfilling your needs and goals. All your choices come from trying to improve your life. So, if you're trying to cut back on your nightly smoking habits, a humanistic therapist would be encouraging and supportive but won't directly advise you to quit or try to analyze why you smoke in the first place

ID, EGO, SUPEREGO

They play role in shaping the human behavior.

Take a closer look at each of these key parts of the personality, how they work individually, and how they interact.



Healthy Psyche



The Id

- The id is the only component of personality that is present from birth.
- This aspect of personality is entirely unconscious and includes the instinctive behaviors.

The id is driven by the pleasure principle which strives for immediate fulfilment of all desires, wants, and needs. If these needs are not satisfied immediately, the result is a state anxiety or tension. For example, an increase in hunger or thirst should produce an immediate attempt to eat or drink.

However, immediately fulfilling these needs is not always realistic or even possible. If we were ruled entirely by the pleasure principle, we might find ourselves grabbing the things that we want out of other people's hands to satisfy our own cravings. This sort of behavior would be both disruptive and socially unacceptable.

The Ego

- The ego is the component of personality that is responsible for dealing with reality.
- According to Freud, the ego develops from the id and ensures that the impulses of the id can be expressed in a manner acceptable in the real world.

The ego operates based on the reality principle, which strives to satisfy the id's desires in realistic and socially appropriate ways. Freud compared the id to a horse and the ego to the horse's rider. The horse provides the power and motion, yet the rider provides direction and guidance. Without its rider, the horse may simply wander wherever it wished and do whatever it pleased. The rider instead gives the horse directions and commands to guide it in the direction he or she wishes to go.

Imagine that you are stuck in a long meeting at work. You find yourself growing increasingly hungry as the meeting drags on. While the id might compel you to jump up from your seat and rush to the break room for a snack, the ego guides you to sit quietly and wait for the meeting to end. Instead of acting upon the primal urges of the id, you spend the rest of the meeting imagining yourself eating a cheeseburger. Once the meeting is finally over, you can seek out the object you were imagining and satisfy the demands of the id in a realistic and appropriate manner.

The Superego

The last component of personality to develop is the superego.

- The superego is the aspect of personality that holds all of our internalized moral standards and ideals that we acquire from both parents and society—our sense of right and wrong.
- The superego provides guidelines for making judgments. The superego acts to perfect and civilize our behavior. It works to suppress all unacceptable urges of the id and struggles to make the ego act upon idealistic standards rather than upon realistic principles. The superego is present in the conscious, preconscious, and unconscious.

The Interaction of the Id, Ego, and Superego

When talking about the id, the ego, and the superego, it is important to remember that these are not three totally separate entities with clearly defined boundaries. These aspects of personality are dynamic and always interacting with a person to influence an individual's overall personality and behavior.

What Happens If There Is an Imbalance?

According to Freud, the key to a healthy personality is a balance between the id, the ego, and the superego.

If the ego is able to adequately moderate between the demands of reality, the id, and the superego, a healthy and well-adjusted personality emerges. Freud believed that an imbalance between these elements would lead to a maladaptive personality. An individual with an overly dominant id, for example, might become impulsive, uncontrollable, or even criminal. This individual acts upon his or her most basic urges with no concern for whether the behavior is appropriate, acceptable, or legal.

An overly dominant superego, on the other hand, might lead to a personality that is extremely moralistic and judgmental. This person may be unable to accept anything or anyone that he or she perceives as "bad" or "immoral."

What are the structures of personality?

Id

Ego

superego