



PSYCHOLOGY

and its

SCHOOLS OF  
THOUGHTS

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# PSYCHOLOGY

- ☛ The science that deals with mental processes and behavior.
- ☛ The science of human and animal behavior.

# PSYCHOLOGY

WHAT'S ON A MAN'S



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by HAGEN



I'm too small for my age:  
I keep being rejected...



# SUBFIELDS IN PSYCHOLOGY

- ✓ Biopsychology
- ✓ Clinical Psychology
- ✓ Developmental Psychology
- ✓ Forensic Psychology
- ✓ Industrial & Organizational Psychology
- ✓ Personality Psychology
- ✓ Social Psychology
  - ✓ Consumer Psychology

# THE SCHOOLS OF THOUGHTS

- Rationalism
- Empiricism
- Structuralism
- Functionalism
- Associationism
- Behaviorism
- Gestalt Psychology

## ☆ Rationalism

- ▣ perceived the human mind as an active entity that contained innate abilities to understand abstract concepts without having had the 'experience' of those concepts
- ▣ a theory that reason is in itself a source of knowledge superior to and independent of sense perceptions

- ▣ reliance on reason as the basis for establishment of religious truth
- ▣ the doctrine that knowledge about reality can be obtained by reason alone without recourse to experience
- ▣ the doctrine that human knowledge can all be encompassed within a single, usually deductive, system
- ▣ the school of philosophy initiated by René Descartes, the French philosopher and mathematician (1596-1650), which held both the above doctrines

# ☆ Empiricism

- ▣ a theory of knowledge that asserts that knowledge comes only or primarily from sensory experience
- ▣ emphasizes the role of experience and evidence, especially sensory perception, in the formation of ideas, over the notion of innate ideas or traditions
- ▣ Empiricism in the philosophy of science emphasizes evidence, especially as discovered in experiments
- ▣ It is a fundamental part of the scientific method that all hypotheses and theories must be tested against observations of the natural world rather than resting solely on a priori reasoning, intuition, or revelation

# ☆ Structuralism

- ▣ “science of immediate experience”
- ▣ complex perceptions can be raised through basic sensory information
- ▣ Introspection literally means 'looking within', to try to describe a person's memory, perceptions, cognitive processes, and/or motivations
- ▣ a careful set of observations made under controlled conditions by trained observers using a stringently defined descriptive vocabulary

# ☆ Functionalism

- ▣ science of the study of mental experience, of consciousness, to be studied by trained introspection
- ▣ the process of introspection relies exclusively on the purposeful and rational self-observation of one's mental state
- ▣ introspection is often compared with perception, reason, memory, and testimony as a source of knowledge

# ☆ Associationism

▣ the idea that mental processes operate by the association of one state with its successor states

▣ "common sense"

1. A sensory impression leaves a mental representation (idea or image)
2. If two stimuli are presented together repeated, they create an association in the mind;
3. The intensity of such a pairing can serve the same function as repetition.

- **The law of contiguity.** Things or events that occur close to each other in space or time tend to get linked together in the mind.
- **2. The law of frequency.** The more often two things or events are linked, the more powerful will be that association
- **3. The law of similarity.** If two things are similar, the thought of one will tend to trigger the thought of the other.
- **4. The law of contrast.** On the other hand, seeing or recalling something may also trigger the recollection of something completely opposite.

# ☆ Behaviorism

- ▣ learning perspective
- ▣ all things that organisms do—including acting, thinking, and feeling—can and should be regarded as behaviors
- ▣ psychological disorders are best treated by altering behavior patterns or modifying the environment
- ▣ behavior can be studied in a methodical and recognizable manner with no consideration of internal mental states

- **Classical Conditioning**

is a form of learning in which one stimulus, the *conditioned stimulus* or CS, comes to signal the occurrence of a second stimulus, the *unconditioned stimulus* or US.

The US is usually a biologically significant stimulus such as food or pain that elicits a response from the start; this is called the *unconditioned response* or UR.

The CS usually produces no particular response at first, but after conditioning it elicits the *conditioned response* or CR.

- **Operant Conditioning**

is a form of learning in which an individual's behavior is modified by its consequences; the behavior may change in form, frequency, or strength.

Operant conditioning is distinguished from *classical conditioning* (or *respondent conditioning*) in that operant conditioning deals with the modification of "voluntary behavior" or operant behavior

## ☆ Gestalt

- ▣ *Gestalt* – "essence or shape of an entity's complete form"
- ▣ "The whole is greater than the sum of the parts"
- ▣ The operational principle of gestalt psychology is that the brain is holistic, parallel, and analog, with self-organizing tendencies
- ▣ Stipulate that perception is the product of complex interactions among various stimuli
- ▣ Gestalt theory allows for the breakup of elements from the whole situation into what it really is

Thank you. 😊