

1. The Evolution of Psychology

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I. From Speculation to Science: How Psychology Developed

A. A New Science is Born: The Contributions of Wundt and Hall

- initially, the mind was studied from either the philosophical or the physiological point of view
- German professor William Wundt initiated the science of psychology, fusing the philosophical and physiological aspects - 1879
- Wundt defined psychology as "the scientific study of conscious experience." - this focused psychology on the mind and emphasized use of solid scientific methods
- many traveled to study under Wundt including many from America who then spread the science in their respective country - America was especially receptive to the new field of study
- G Stanley Hall was one American student who contributed heavily to psychology's growth in the USA - primary founder and first president of American Psychological Association

B. The Battle of the "Schools" Begins: Structuralism Versus Functionalism

- Edward Titchener initiated structuralism - focused with analyzing "consciousness into its basic elements and investigate how these elements are related."
- most work of structuralists focused on the senses and one's perception
- depended heavily on introspection - "the careful, systematic self-observation of one's own conscious experience."
- William James contributed significantly to functionalism - focused with analyzing the purpose of consciousness rather than its structure - strongly influenced by Darwin's work
- James also argued that structuralists failed to recognize stream of consciousness
- functionalism possessed a more practical slant with work in the development of children, mental testing, and improvement of education
- structuralism died due to the inconsistencies yielded by use of introspection, and functionalism faded as well but has contributed to modern applied psychology and behaviorism

C. Watson Alters Psychology's Course as Behaviorism Makes its Debut

- John B. Watson founded behaviorism (early 1900s) - "theoretical orientation based on the premise that scientific psychology should study only observable behavior." - essentially abandoning study of consciousness
- Watson also strongly argued for the sole significance of the environment in the nature v. nurture debate
- behaviorism's growth is partly attributed to Pavlov's experiments

D. Gestalt Psychology Challenges Behaviorism

- Gestalt Psychology was founded by Max Wertheimer in Germany (1912) - focused on the idea that the whole is greater than the sum of the parts (ex. phi phenomenon: the illusion of motion caused by the presentation of images in rapid succession) - founded mostly in response to structuralists
- moved to U.S. due to Nazi persecution - began to criticize behaviorism's focus on the observable as a focus on parts rather than the whole and its complete abandonment of consciousness

E. Freud Brings the Unconscious into the Picture

- Freud treated individuals with irrational fears, obsessions, and anxieties with psychoanalysis
- collecting his experiences with patients and his own internal thoughts, Freud devised his psychoanalytic theory which focuses on the significance of the unconscious which he believed contains "thoughts, memories, and desires that are well below the surface of conscious awareness but that nonetheless exert great influence on behavior."
- the psychoanalytic theory "attempts to explain personality, motivation, and mental disorders by focusing on unconscious determinants of behavior - emphasized the significance of dreams and Freudian slips
- psychoanalysis was constantly criticized for emphasizing even more the less observable - eventually, it gained such significance that some worried that it may eclipse all of psychology - other schools of psychology were then forced to study Freud's topics of personality, motivation, and abnormal behavior.

F. Skinner Questions Free Will

- simultaneous to psychoanalysis' growth, behaviorism softened its stance against the study of consciousness; making careful inferences regarding an organism's internal mental state permissible - under the leadership of Clark Hull
- dramatically reversed in 1950's by B.F. Skinner - believed that no scientific study of the subject's thoughts can be made, and stated that an organism's motives always tie to physiology or environment
- believed that free will was merely an illusion; mistaken by others as an attack on free society

G. The Humanist Revolt

- ~1950's, opposition to psychoanalysis and behaviorism formed humanism - "emphasizes the unique qualities of

humans especially their freedom and their potential for personal growth."

- disliked the demeaning descriptions of humans as controlled by unconsciousness or by pure environment/physiology
- main contributors are Abraham Maslow and Carl Rogers
- humanism has contributed to innovative treatments of psychological disorders and has provided a more favorable image of human thought

H. Psychology comes of Age as a Profession

- applied psychology (practical use of psychology's findings) came to widespread use in WWI as thousands of drafted soldiers were given mental tests to determine their role in the war
- clinical psychology began slowly after WWI; research remained the majority of psychology's work
- WWII again brought not only more mental testing, but also clinical workers to deal with trauma patients - post war, nearly half of all Ph.D.'s in psychology specialized in clinical work
- many in research criticized the trend as harmful to the advancement of the science

J. Psychology Returns to Its Roots: Renewed Interest in Cognition and Physiology

- more recently, psychology has begun to reemphasize physiology and cognition (internal mental processes involved in acquiring knowledge)
- cognitive psychology began due to studies of children's' mental development
- developed due to newer ways to investigate decision making, reasoning, and problem solving
- physiological studies grew as it was learned that electrical stimulation of the brain can create emotional states in animals - studies of biochemical activities in the brain enhanced this study

K. Psychology Broadens Its Horizons: Increased Interest in Cultural Diversity

- until recently, most of psychology assumed that people of all cultures think and behave similarly; as a result, most subjects were the relatively affluent white males readily available at the universities.
- some psychologists also feared that studies of racial and cultural differences may lead to racism
- ethnocentrism, the tendency to view one's own group as superior and as the standard of measuring other groups, may have also contributed to the lack of cross cultural studies
- increasing diversity of the western world and improved communication has advanced studies of other cultures
- modern cultural studies in psychology attempt to study the effects of discrimination, culture change, and reduce the prevalence of miscommunication and conflicts between cultures

L. Psychology Adapts: The Emergence of Evolutionary Psychology

- most recent development in psychology is the emergence of evolutionary psychology mostly led by David Buss
- evolutionary psychology "examines behavioral processes in terms of their adaptive value for a species over the course of many generations." - basic premise that natural selection favors certain behaviors
- mostly studies animals, but will often seek to explain human behavior
- applications of evolutionary psychology were initially derided until a myriad of new studies demonstrated its uses

II. Psychology Today: Vigorous and Diversified

A. Research Areas in Psychology

- modern psychology's overwhelming size requires specialization
- "The seven major research areas in modern psychology are (1) developmental psychology, (2) social psychology, (3) experimental psychology, (4) physiological psychology, (5) cognitive psychology, (6) personality, and (7) psychometrics."

B. Professional Specialties in Psychology

- within applied psychology exist four areas of specialization: clinical, counseling, educational, and industrial/organizational
- note that psychiatry differs from clinical psychology; while psychiatrists study medicine in college and use medicines and drugs to cure psychological disorders, clinical psychologists study psychology extensively and use non-medical methods in treating disorders

III. Putting It in Perspective: Seven Key Themes

A. Themes Related to Psychology as a Field of Study

- 1. Psychology is Empirical - all that is known in psychology is attained through experimentation
- 2. Psychology is Theoretically Diverse - (a theory is an explanation of natural phenomena) psychology has multiple explanations for most observations
- 3. Psychology evolves in a Sociohistorical Context - "trends, issues, and values in society influence psychology's evolution."

B. Themes Related to Psychology's Subject Matter

- 4. Behavior is Determined by Multiple Causes - as psychology has advanced, one easily notes that behavior is

exceedingly complex and dependent upon multiple variables

- 5. Our Behavior is Shaped by Our Cultural Heritage - (culture is "the widely shared customs, beliefs, values, norms, institutions, and other products of a community that are transmitted socially across generations") among the countless determinants of human behavior, cultural factors are particularly important
- 6. Heredity and Environment Jointly Influence Behavior - of the many aspects of one's behavior, some are controlled environmentally, others genetically, but most depend on both
- 7. Our Experience of the World is Highly Subjective - this emphasizes the need for the scientific method in working with psychology as it provides the greatest opportunity for objective research