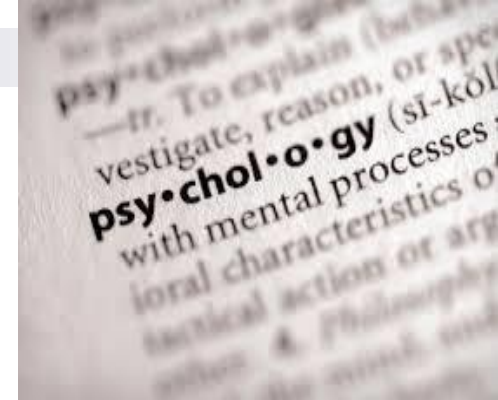


Issues and Fields in Psychology

What is Psychology?

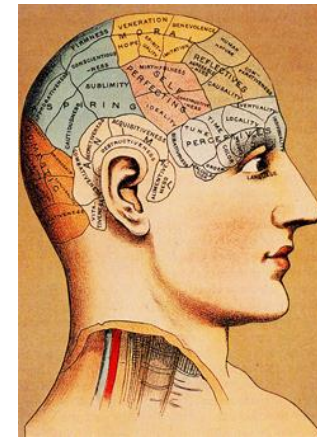
- Definition: the science of behavior and mental processes
- Psychologists: Ph.D, Psy.D, **can't** prescribe medication
- Psychiatrists: M.D, **can** prescribe medication



What is Psychology?



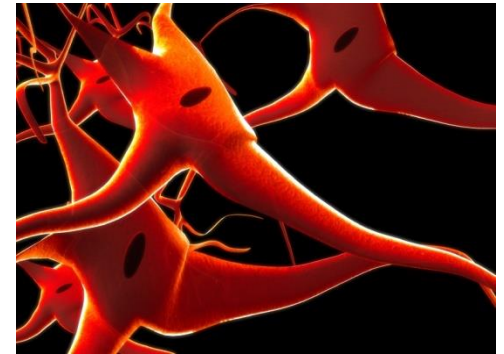
- Historical Bases: Biology and Philosophy
- One of the first psychological ideas was phrenology – bumps in the head reveal mental abilities and character traits (not true, obviously)



So you like psychology... what can you do with it?

Biological (neuro)Psychologist

- Examines workings of the brain, nerves, body, sensations



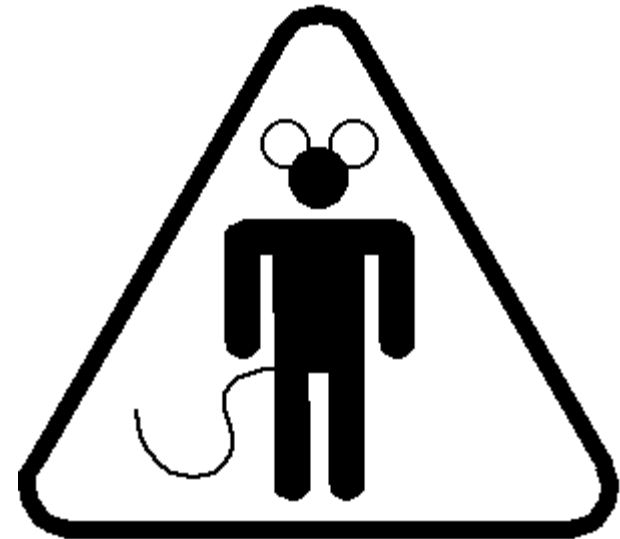
Cognitive Psychologist

- Studies higher level brain processes like language, thinking



Experimental Psychologist

- Conducts research studies to further psychological knowledge base
- **Basic Research**: aims to increase the scientific knowledge base
- **Applied Research**: aims to solve practical problems



EXPERIMENTAL
PSYCHOLOGIST

Applied V. Basic Research

- Applied Research has clear, practical applications.
- YOU CAN USE IT!!!

- Basic Research explores questions that you may be curious about, but not intended to be immediately used.

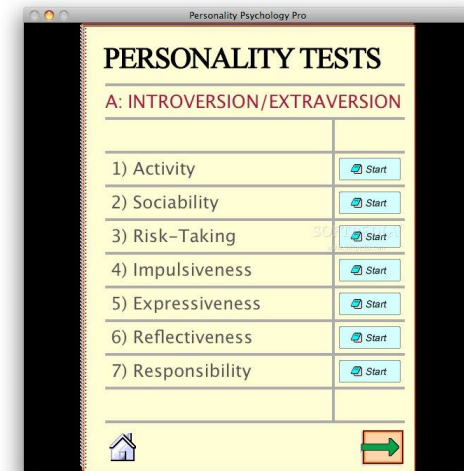


Studying how kissing changes when you get older is interesting...but that's about it.

Research on therapies for drug addicts has a clear purpose.

Other Fields

- Personality Psychologist
 - Study of how people differ from one another
- Clinical and Counseling Psychologist
 - Study and treatment of psychological disorders



Other Fields



SOCIAL
PSYCHOLOGIST

Social Psychologist

- Study of how people influence one another and group behavior

Industrial and Organizational (I/O) Psychologist

- Study of psychological principles in industry and business



Other Fields

Forensic Psychologist

- Studies legal issues, criminal minds, insanity



Evolutionary Psychologist

- Identifies behavior patterns that are a result of genetic ancestors



Other Fields

□ Environmental Psychologist

- Studies relationships between people and their physical environments



□ Cross-cultural Psychologist

- Investigates similarities and differences in psychological functioning among ethnicities



Other Fields

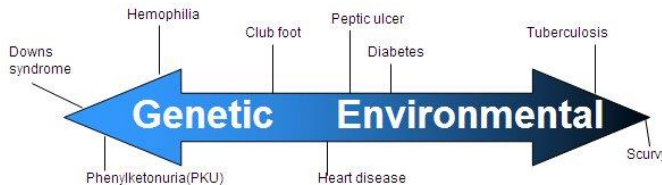
Sports Psychologist

- Applies psychology to sports and exercise, motivation, and social aspects of sports
- Growing Field!!



Enduring Issues in Psych

“Nurture works on what nature endows...”



■ Nature-Nurture

- Is behavior caused by factors inside the person or outside? Genetics–Environment

■ Stability–Change

- People remain unchanged vs. change

■ Diversity-Universality

- How are we different vs. the same

