

# Psychology

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## Six Branches of Psychology

**\* Psychology: The science that deals with mental processes and behavior.**

**\* There are 6 branches of psychology:**

# Structuralism

- \* The study of elements of consciousness; consciousness can be broken down to basic conscious elements

# Structuralism

- \* Helped shape the first 'school of psychology' and one of the first psychological laboratories.

# Structuralism



# Functionalism

- \* Focus not on structure of consciousness but the purpose behind behaviors.

# Functionalism

- \* Introduced a wide variety of research techniques like physiological measures, mental tests and questionnaires.



# Functionalism



# Psychoanalysis

- \* Study of the subconscious and conscious and how the two interact with each other.

# Psychoanalysis

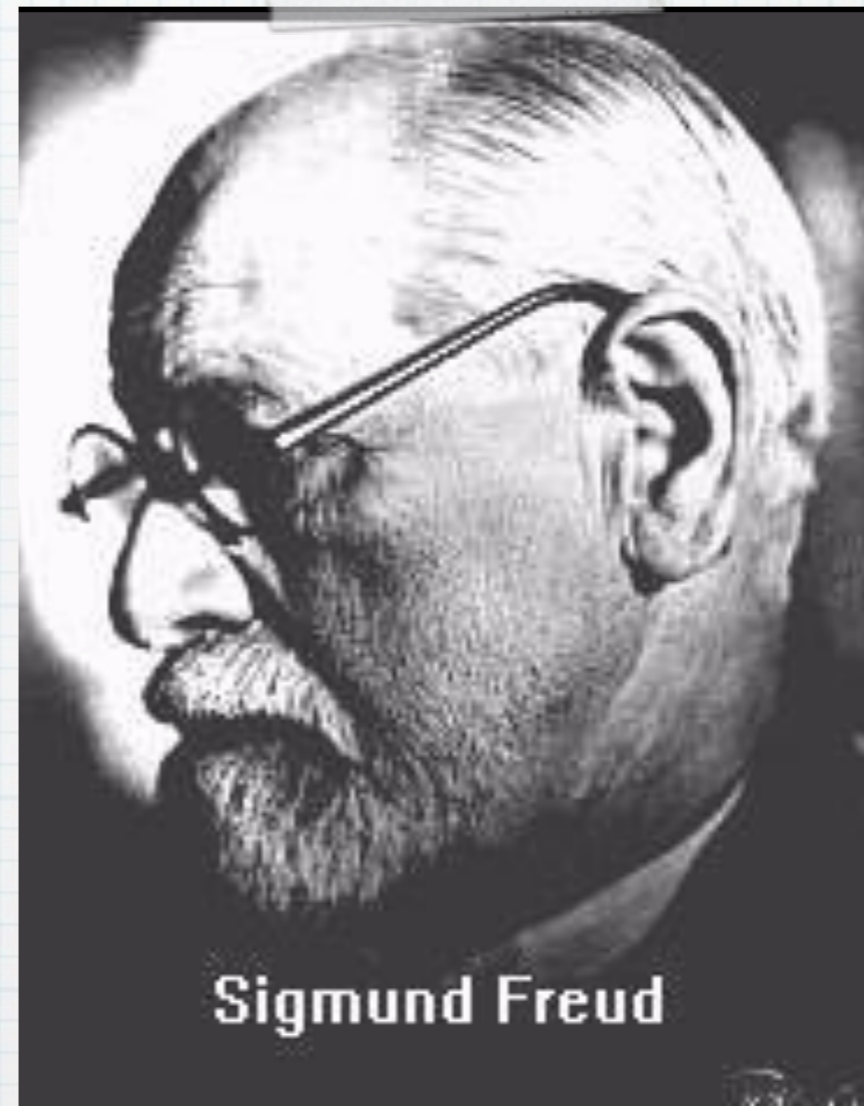
- \* It opened the doors for research psychology.
- \* Boosted neuroscience and brain functions.

# Psychoanalysis



# Bio-lography: Sigmund Freud

- \* Thoughts, memories & desires exist below conscious awareness and exert an influence on our behavior





**Id: Basic Instinctual Drive**

**Ego: Reality principle, please both the ego and superego**

**Superego: Cultural Rules**

# Humanism

- \* Focused on individual potential and self-actualization.

# Humanism

- \* Emphasized the role of the individual.
- \* Made therapy more acceptable.



# Humanism



# Bio-logy: Abraham Maslow

- \* Hierarchy of needs and self actualization





# Behaviorism

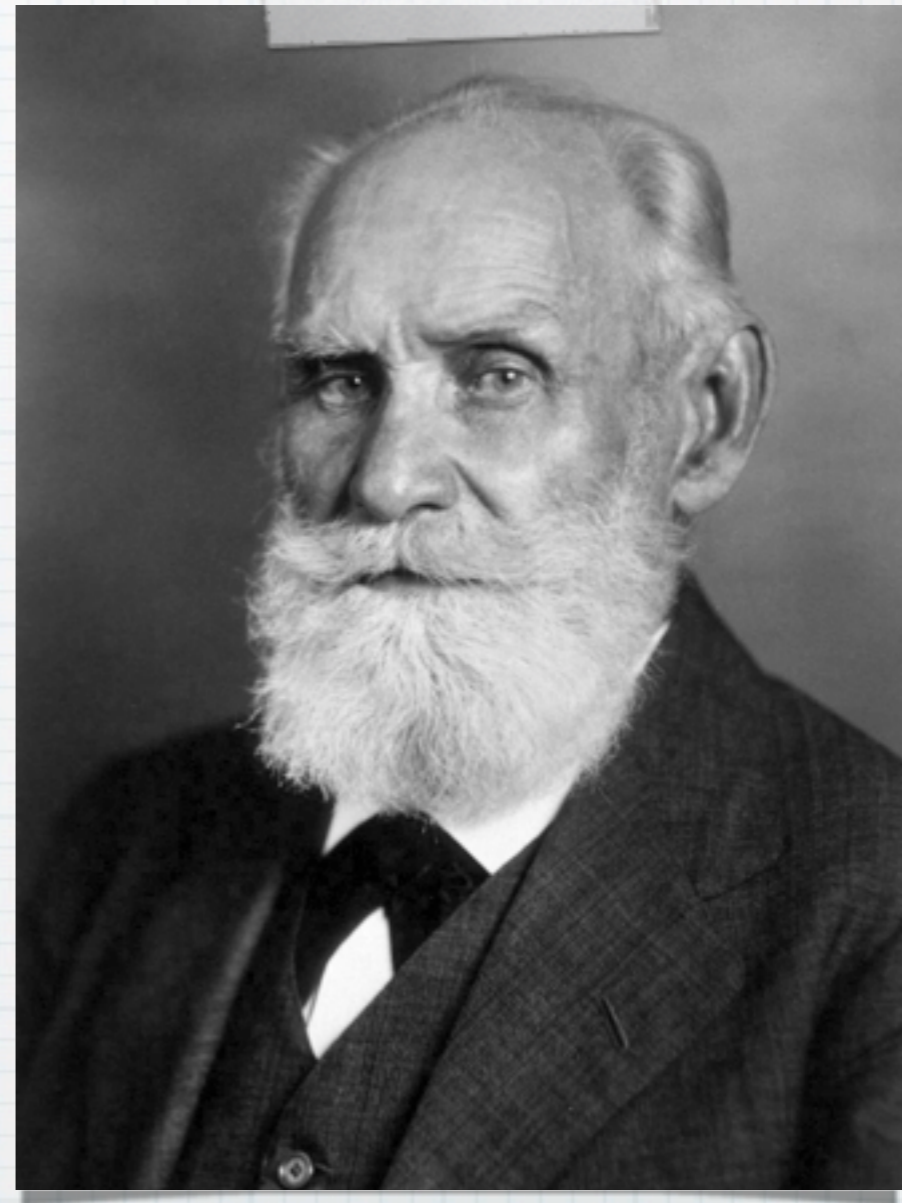
- \* Idea that all behaviors are acquired through conditioning.

# Behaviorism

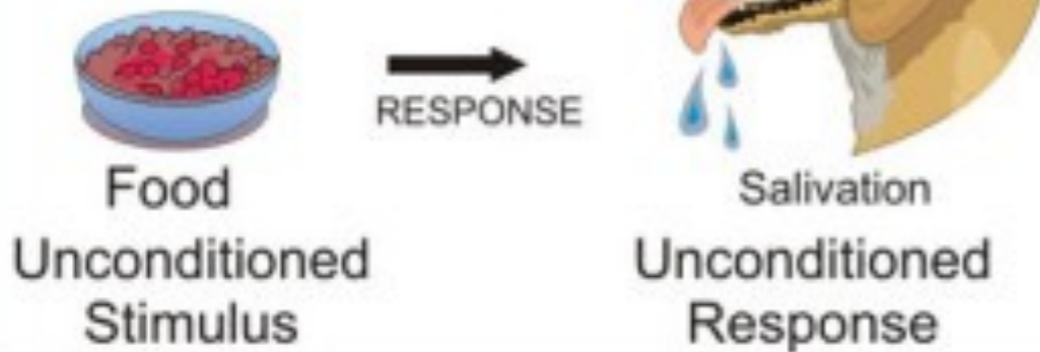


# Bio-lography: Ivan Pavlov

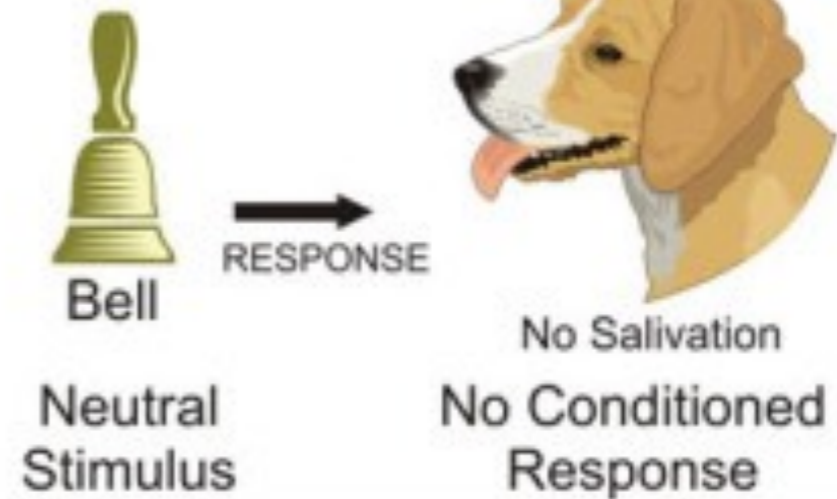
- \* Studied classical conditioning and the ability of physiological responses to be linked to signals



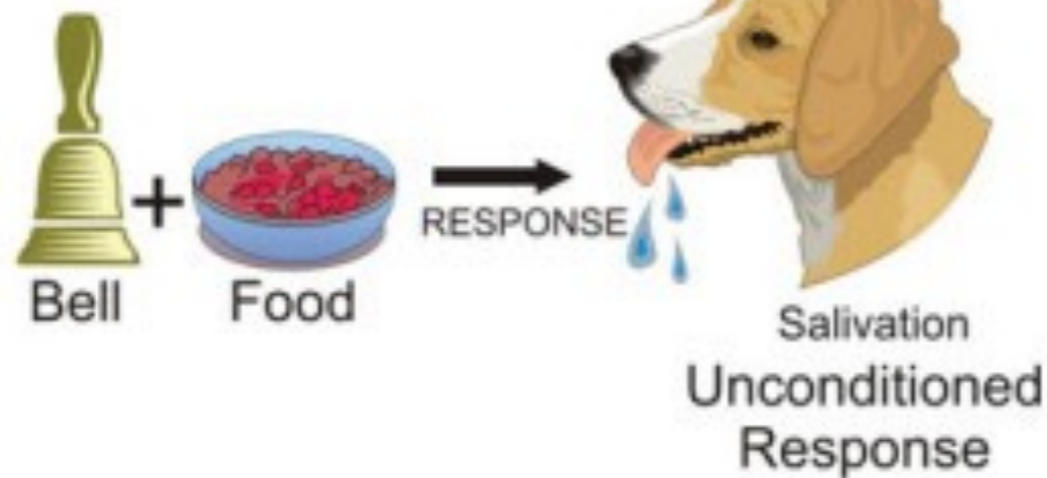
**1. Before Conditioning**



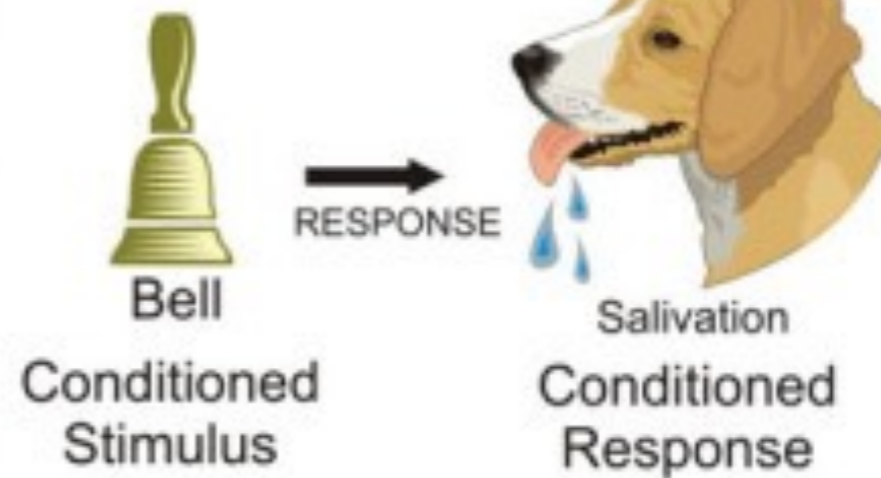
**2. Before Conditioning**



**3. During Conditioning**



**4. After Conditioning**



**Classical Conditioning**

# Cognitive

- \* Studies mental processes such as: memory, thinking, attention, knowledge, language acquisition
- \* Psychologists have been focussing on brain and brain activity due to recent technology



# Cognitive

- \* Allowed scientists to add important physiological knowledge to our understanding of mental processes.**

# Cognitive



# Bio-lography: Jean Piaget

- \* Theories of child development, identified stages which all children must pass through



