

AS Level

Introduction to Psychology

History, Purpose and Perspectives



Table of contents

01

--- **Definition**

Psyche, Logos, History
and modern
understanding

02

--- **Perspectives**

Different perspectives
and assumptions

03

--- **Goals of Psychology**

Describe. Explain, predict
and change

04

--- **Issues and debates**

Various methodological/
ethical issues

What is Psychology

Psyche and logos

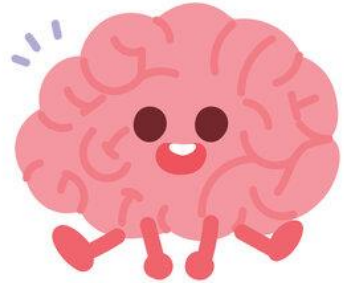


Psychology

Psychology is the systematic scientific study of behaviors and mental processes.

Behaviors: observable actions or responses in both humans and animals. For example; eating, sleeping, laughing running and sleeping.

Mental Processes: Complex mental processes which are not directly observable. For example; thinking, imagining, and dreaming.



Perspective of Psychology

1. Biological Perspective

- Focus: How the brain, nervous system, hormones, and genetics influence behavior.

Example: Studying how neurotransmitter imbalances contribute to depression.

2. Behavioral Perspective

- Focus: Observable behaviors and how they are learned through conditioning.
- Key Figures: John Watson, B.F. Skinner, Ivan Pavlov.

Example: A child develops a fear of dogs after being bitten (classical conditioning).

Perspective of Psychology

3. Cognitive Perspective

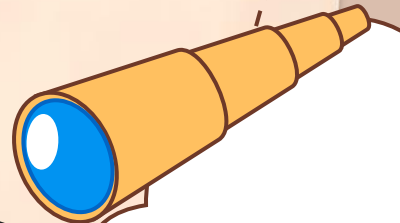
- Focus: Mental processes such as perception, memory, problem-solving, and decision-making.

Example: Studying how people use memory strategies to learn new material.

01

Goals of Psychology

Thoughts?



Goals of Psychology

Behavior or cognition
Develop general laws
of human behavior

Predict future
behavior

**TO
DESCRIBE**

TO EXPLAIN

TO PREDICT

**TO
CHANGE**

How or why this
trend/behavior occurs
Theories theories

Changing or
controlling a
behavior



Issues and Debates

Application of psychology in everyday life

Predict and **understand** behavior

Individual and situational explanations

How people differ

Environmental differences

Nature vs. Nurture

Nature: Pre-wiring, influenced by genetic inheritance and biological factors

Nurture: External factors, product of exposure, life experiences and learning



Issues and Debates

Use of children in psychological research

- Learning styles, early language, social development, literacy
- **Vulnerable population**; physical and cognitive capacities

The use of animals in psychological research

Is it **morally right** to use animals for research?

- Benefit must outweigh costs
- **Benefits to human** and **costs to animals**
- Issue of **Extrapolation**

Objectives

For each of the **core studies**, candidates should show understanding of:

- the psychology that is being investigated
- the **background** to the study
- the **aim(s)** of the study
- the **procedure** of the study, including all methodology as appropriate, such as the **research methods** used, **sample size** and **demographics** [if known] and **sampling technique** [if known], experimental design, controls, question types, research **technique** for data collection/ measured/ manipulated variables
- the **ethical issues** relating to the study
- the **results** of the study, : the main/significant quantitative findings, the main qualitative findings and how they are or could be represented and interpreted
- the **conclusion(s)** the psychologist(s) drew or that could be drawn from the study
- the **strengths** and **weaknesses** of all elements of the study.

Candidates should be able to:

- **describe** and **evaluate** the methodology used
- consider how the study relates to **psychological issues** and **debates**.



**Any
questions?**