

# CHAPTER 1 CONCEPT CHART

## PSYCHOLOGY'S EARLY HISTORY

### A new science is born

- Philosophy and physiology are psychology's intellectual parents.
- Psychology's founder was Wilhelm Wundt, who set up the first research lab in 1879 in Germany.
- Wundt argued that psychology should be the scientific study of consciousness.

### The battle of the schools begins

- Advocates of *structuralism* argued that psychology should use introspection to analyze consciousness into its basic elements.
- Advocates of *functionalism*, such as William James, argued that psychology should investigate the purposes (or functions) of consciousness.
- Functionalism had a more lasting impact on psychology because it fostered the emergence of behaviorism and applied psychology.

### Freud focuses on unconscious forces

- Sigmund Freud's views were controversial but gradually became influential.
- *Psychoanalytic theory* emphasizes unconscious determinants of behavior and the importance of sexuality.
- According to Freud, the *unconscious* consists of thoughts that one is not aware of but that still influence one's behavior.

### Behaviorism debuts

- *Behaviorism*, founded by John B. Watson, asserted that psychology should study only observable behavior.



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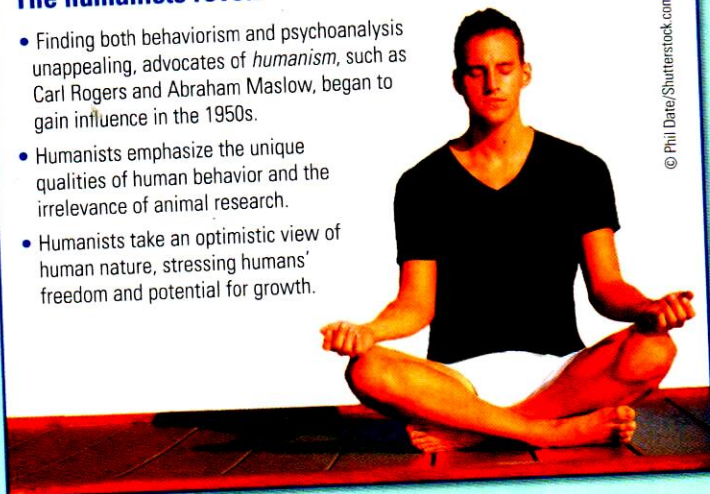
- Behaviorism gradually took hold, and psychology became the scientific study of *behavior* (instead of *consciousness*).
- Behaviorists stressed the importance of environment over heredity, and pioneered animal research.

### Behaviorism flourishes with the work of Skinner

- Boosted by the research of B. F. Skinner, behaviorism reached its peak of influence in the 1950s.
- Like Waston, Skinner emphasized animal rresearch, a strict focus on observable behavior, and the importance of the environment.
- Skinner generated controversy by arguing that free will is an illusion.

### The humanists revolt

- Finding both behaviorism and psychoanalysis unappealing, advocates of *humanism*, such as Carl Rogers and Abraham Maslow, began to gain influence in the 1950s.
- Humanists emphasize the unique qualities of human behavior and the irrelevance of animal research.
- Humanists take an optimistic view of human nature, stressing humans' freedom and potential for growth.



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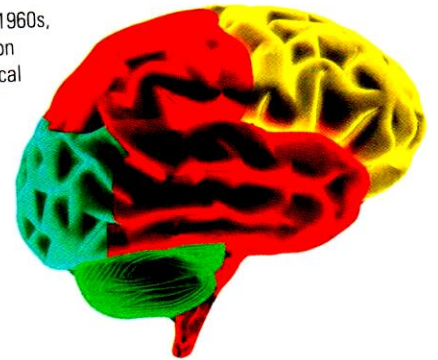
## PSYCHOLOGY'S MODERN HISTORY

### Psychology becomes a profession

- Professional psychological services to the public were rare in first half of the 20th century.
- However, stimulated by the demands of World War II, *clinical psychology* grew rapidly as a profession, starting in the 1950s.
- Today, psychology includes many professional specialties, such as school psychology, industrial/organizational psychology, and counseling psychology.

### Cognition and physiology resurface

- In its early days, psychology emphasized the study of consciousness and physiology, but these topics languished as behaviorism grew dominant.
- During the 1950s and 1960s, advances in research on mental and physiological processes led to renewed interest in cognition and the biological bases of behavior.



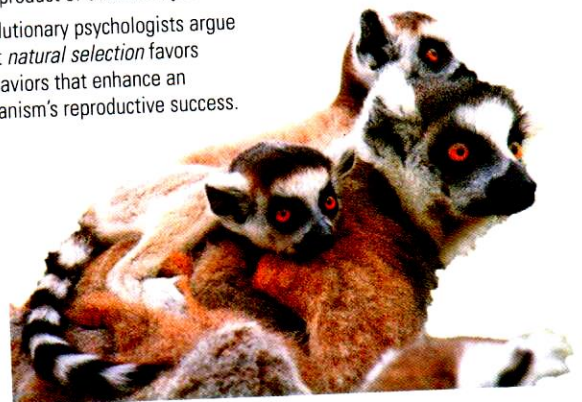
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### Interest in cultural factors grows

- In the 1980s, Western psychologists developed an increased interest in how culture influences behavior.
- This trend was stimulated by the increased cultural diversity in Western societies and by growing global interdependence.

### Evolutionary psychology gains prominence

- In the 1990s, *evolutionary psychology* emerged as a major new theoretical perspective.
- Evolutionary psychology's premise is that behavior patterns in a species are the product of evolution, just like anatomical characteristics.
- Evolutionary psychologists argue that *natural selection* favors behaviors that enhance an organism's reproductive success.



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### Psychology moves in a positive direction

- Arguing that psychology had historically focused too much on pathology and suffering, Martin Seligman launched the *positive psychology* movement in the late 1990s.
- Positive psychology uses theory and research to understand the adaptive, creative, and fulfilling aspects of human experience.