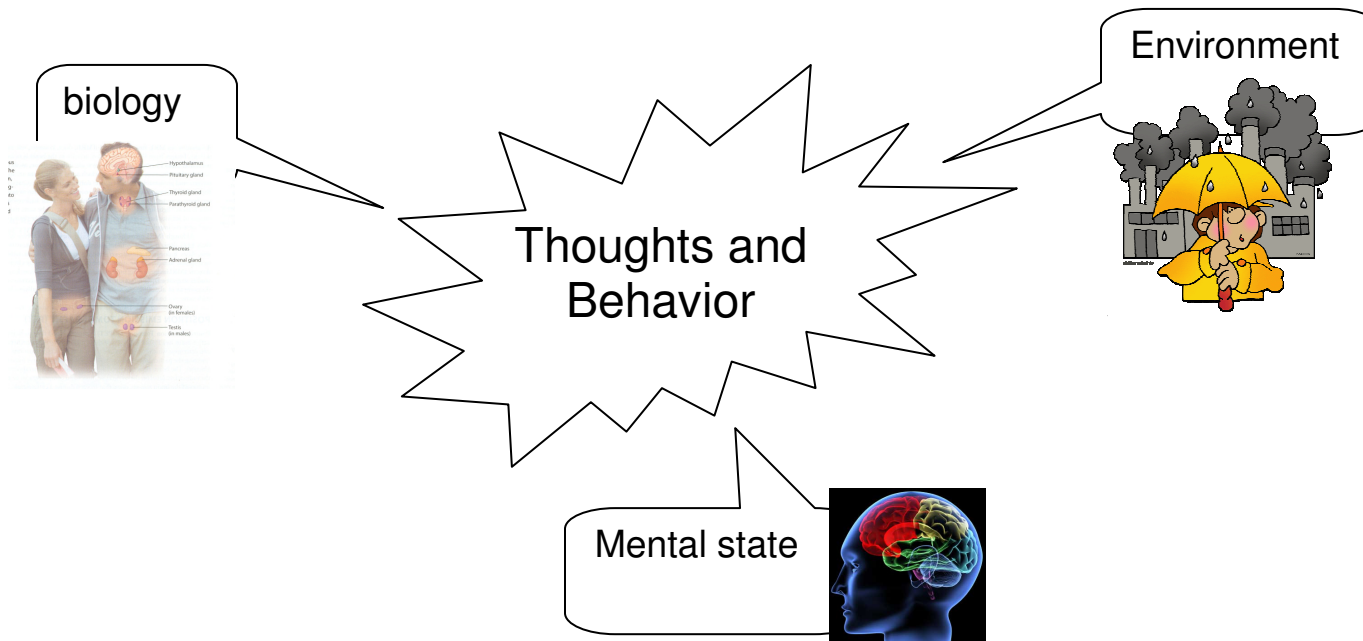


Introduction to Psychology

In general, psychology is defined as the scientific study behavior and mental processes and how they are affected by an organism's:

- physical state (biological),
- mental state (psychological), and
- external environment.



Taking a psychology course should demonstrate how complicated human behavior is. To understand it, we need to understand multiple domains of psychology.

The Blind Men and the Elephant

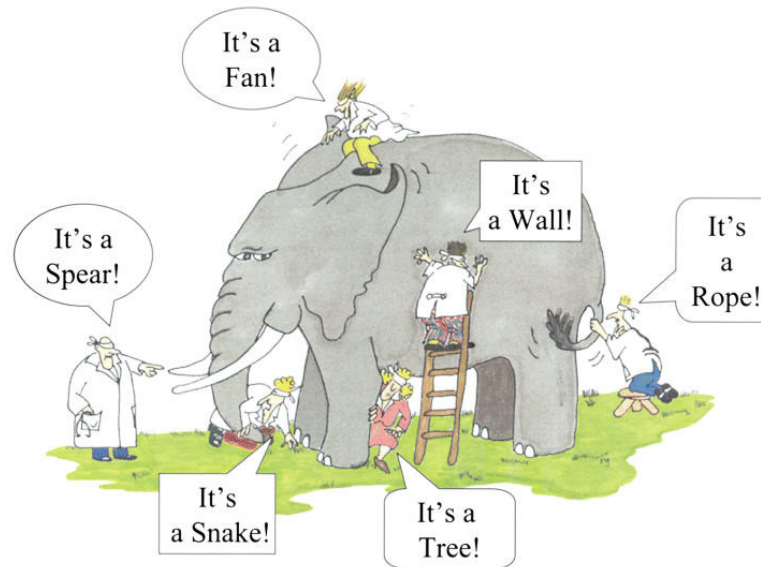


Image source: www.foodinfo.org.nz

There is a metaphor for our understanding of reality in that it is limited. Our ability to understand reality is limited to where we are looking. Blind women and men only know a small part of reality and can disagree because they are looking at different parts of reality (the elephant). In order to understand the reality of the elephant, you need to understand multiple perspectives.

Understanding psychology is similar. In order to understand thinking and behavior, you have to understand different domains of psychology.

The Five Domains of Modern Psychology

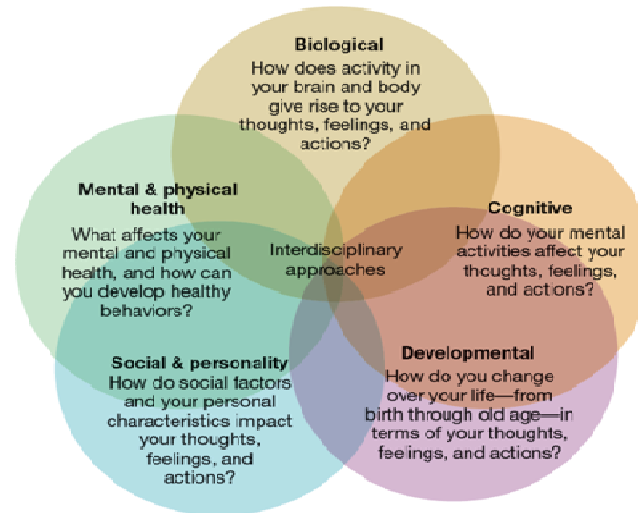


FIGURE 1.8

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There are several foundational and interconnected areas of study in psychology. Psychologists divide these areas in five domains ([page 17](#)).

1. Biological
2. Cognitive
3. Developmental
4. Social and Personality
5. Mental and physical health

These domains are interconnected and these interconnections provide a richer understanding of human thinking and behavior ([page 17](#)).

Biological Domain

The biological domain examines how brain processes and other bodily functions (hormones and neurotransmitters) regulate thinking and behavior.

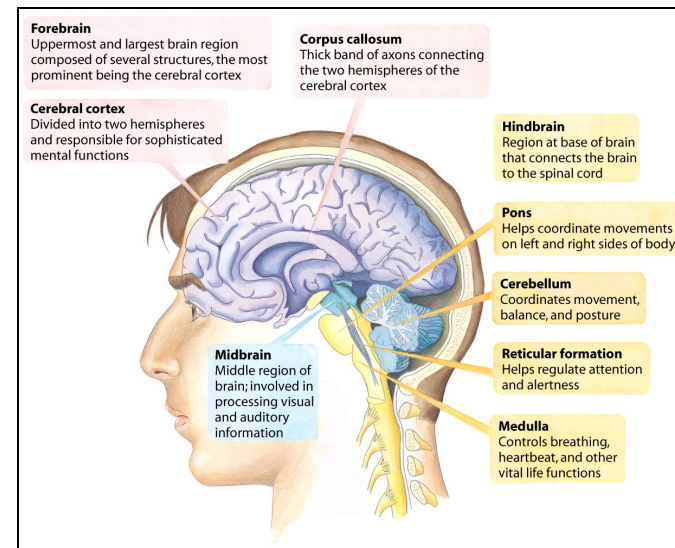
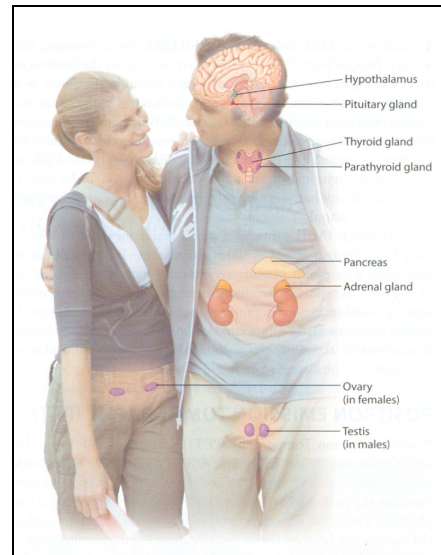
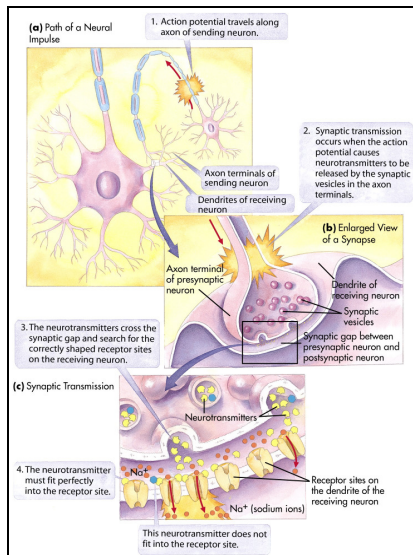


Image source: Psychology () Feist

Image source: Psychology (2009), Hockenbury and Hockenbury

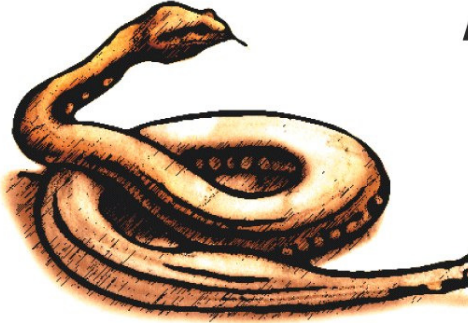
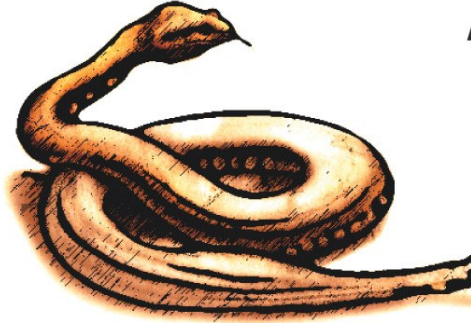




Image source: Psychology (2009), Hockenbury and Hockenbury

Evolutionary Perspective

Evolutionary perspective helps explain behavior in terms of natural selection.

Traits that facilitate survival are more likely to allow that person (or group of people) to survive, live longer, reproduce and grow in numbers. Traits that don't facilitate survival are less likely to allow that person or group to survive, live longer, reproduce and grow in numbers.

Evolutionary Perspective

Afraid of Snakes	Not afraid of Snakes
	
More likely to avoid dangerous snakes	Less likely to avoid dangerous snakes
Live longer, have larger families	Live shorter lives, have smaller families
	
	

Evolutionary Perspective

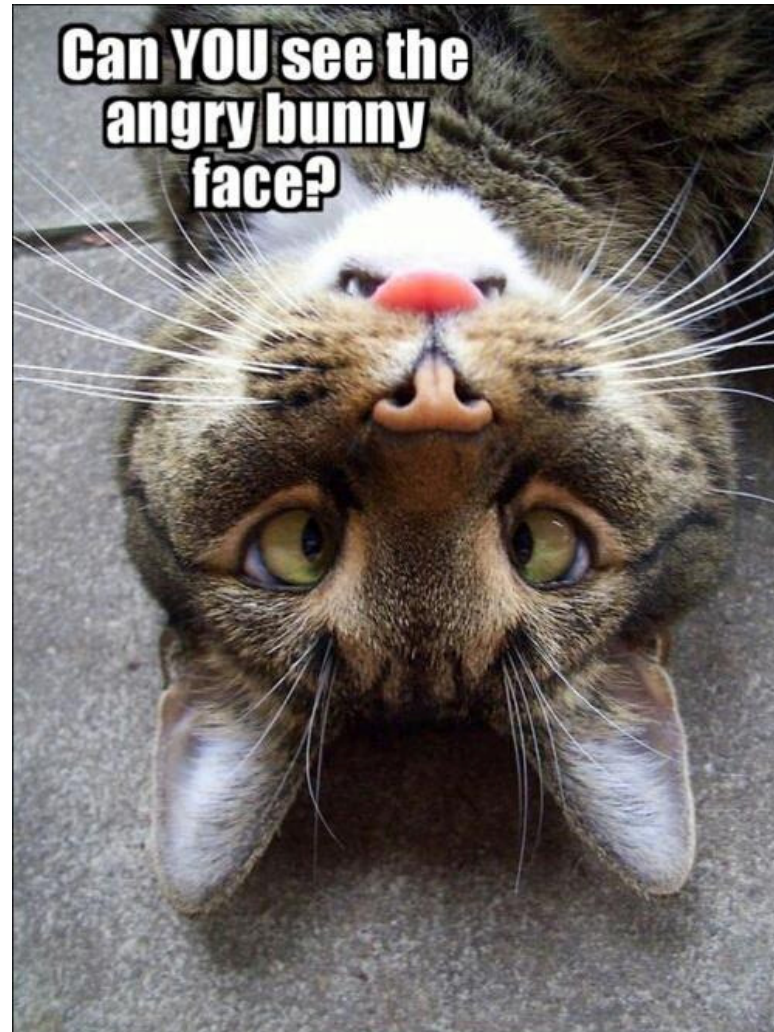


Image source: unknown

Evolutionary Perspective



Image source: unknown

Evolutionary Perspective

Being able to quickly interpret something as a face is important for survival to recognize a friend or foe. Those that are biased toward perceiving faces are more likely to survive.

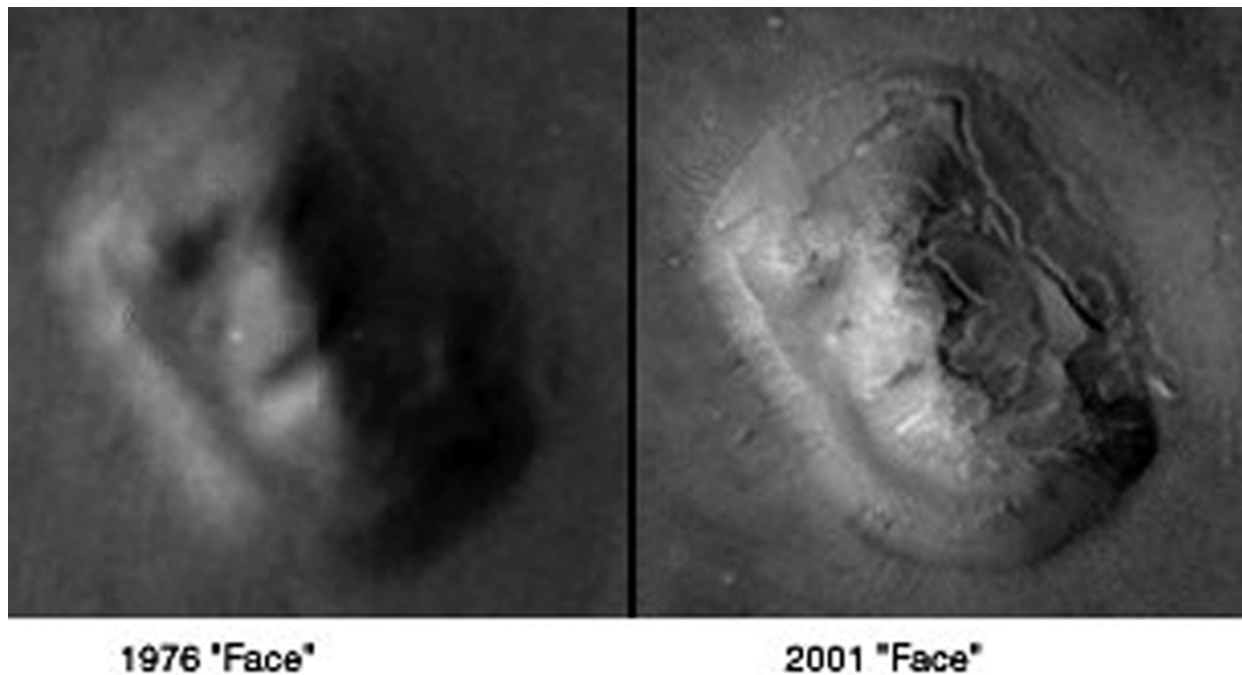
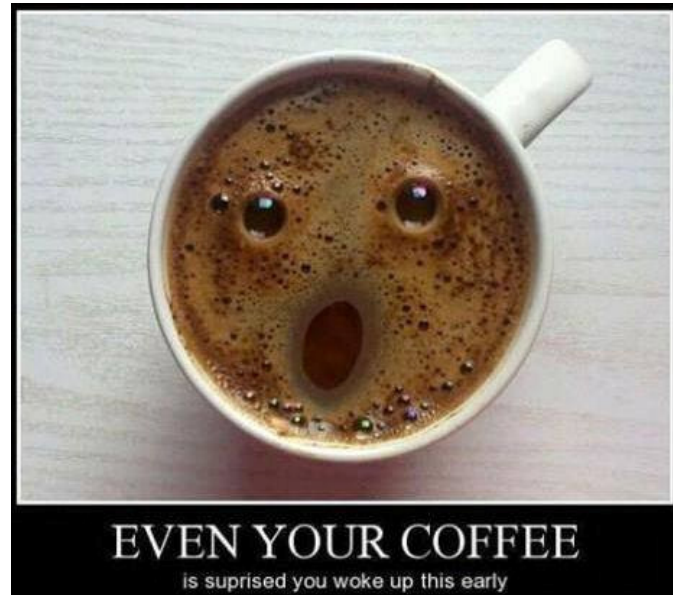


Image source: Psychology (2009), Hockenbury and Hockenbury

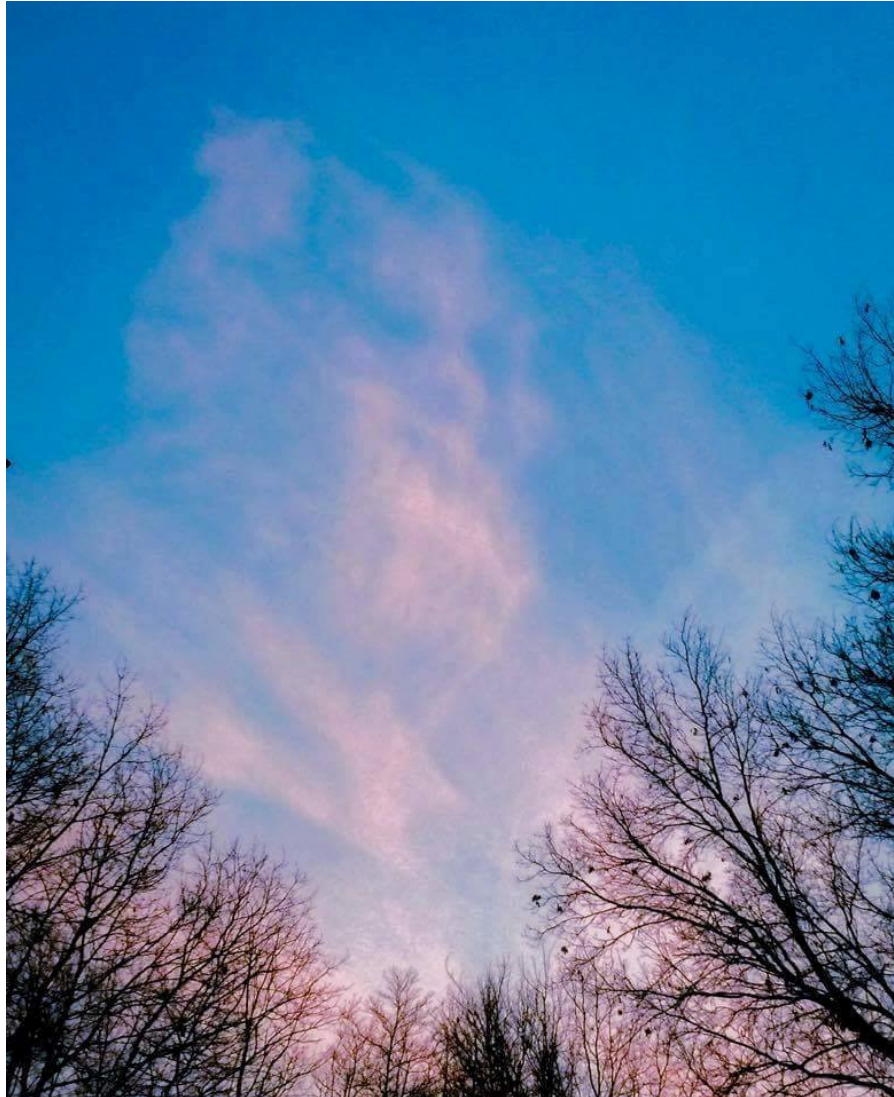
Evolutionary Perspective



Evolutionary Perspective



Evolutionary Perspective



Evolutionary Perspective



Cognitive Domain

The cognitive domain examines how people think, learn and remember. In this view, people are information processors whose actions are governed by thinking processes.

For example, expectations influence what you perceive the image below. If you know what to look for, you easily see the image. In addition, knowing what to look for makes it difficult to perceive alternative interpretations.

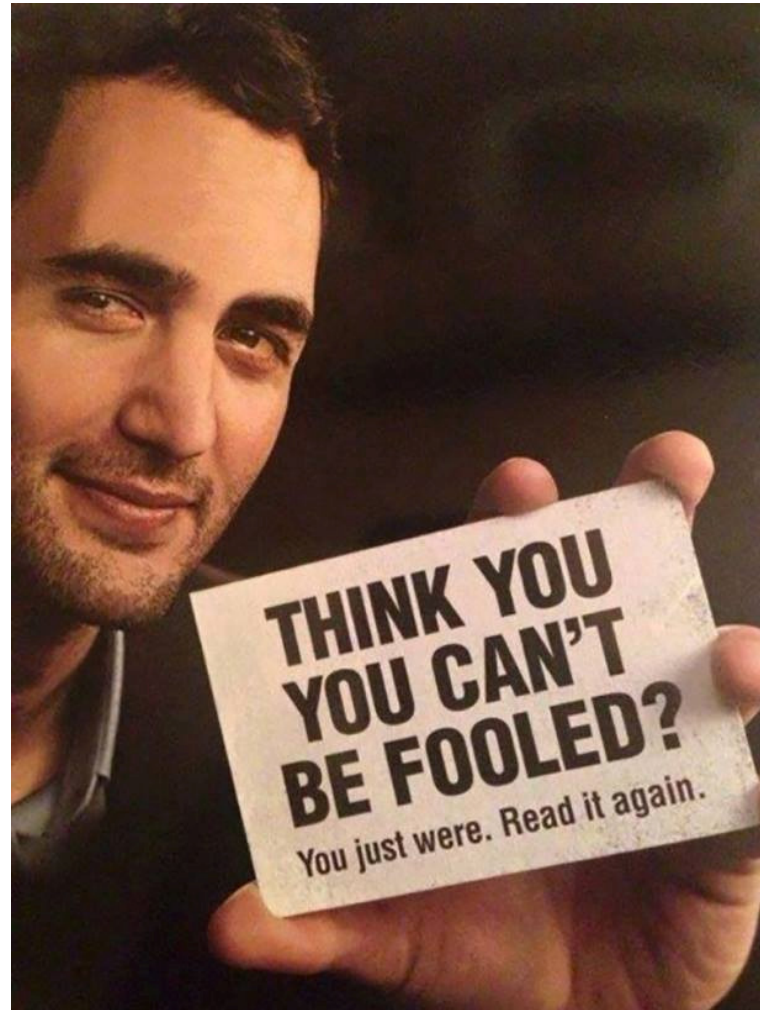


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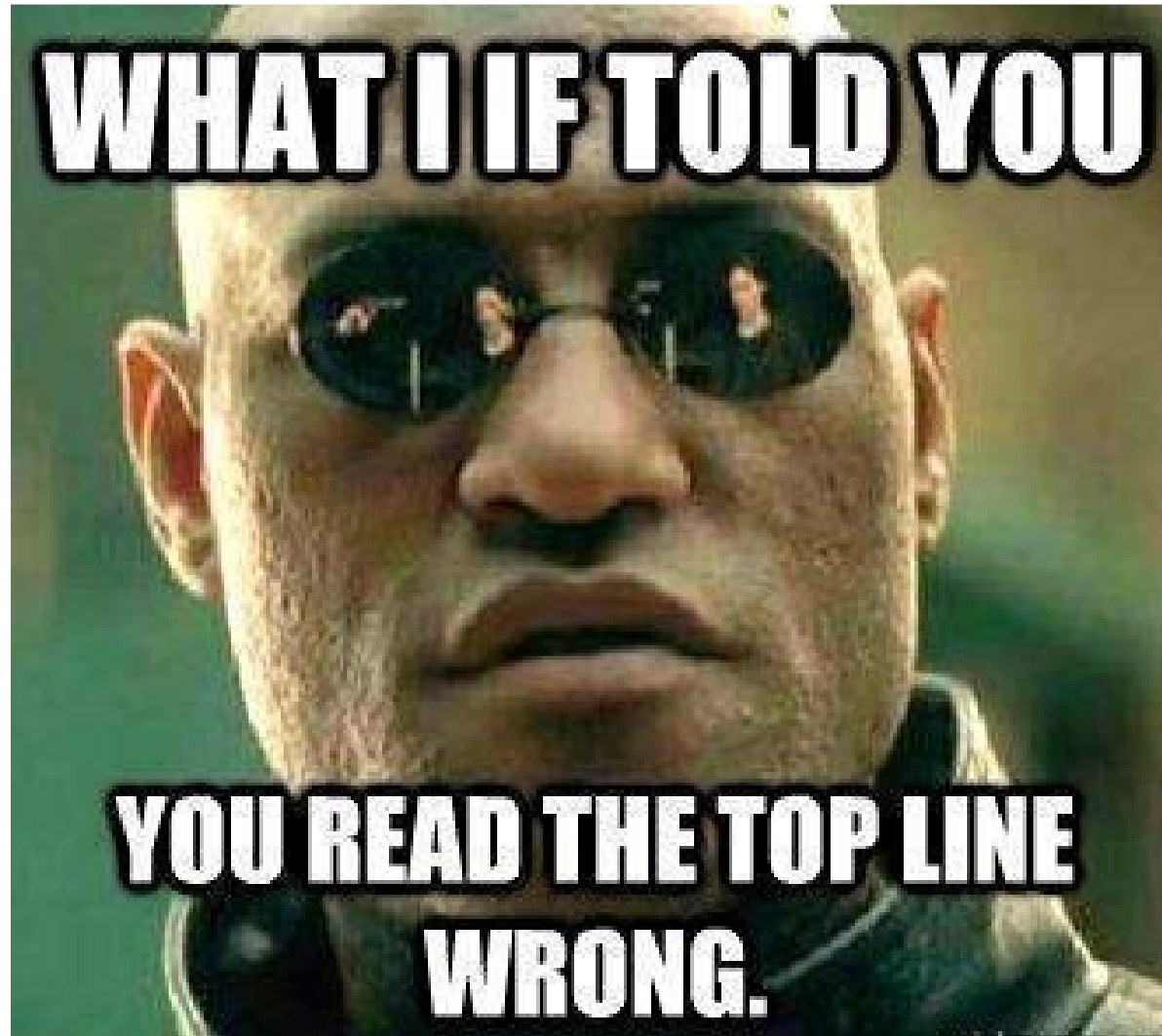
Cognitive Domain

- If you believe negative self-statements about yourself, you are less likely to persist in the face of difficulties.
- If you believe positive self-statement, you are more likely to persist in the face of difficulties.

Cognitive Domain



Cognitive Domain



Cognitive Domain



kie

@kieransofar

me: the earth isn't flat

fiat earther: correct

me: huh?

fiat earther: it's shaped like an italian
car

me: what?

fiat earther: you read my name wrong
didn't you?

Cognitive Domain

Your beliefs and expectations can automatically influence your perception without your awareness. This can make it difficult for you to prevent and change.

The Implicit Association Test

Many prejudicial attitudes and associations are unconscious. The implicit attitude association measures the reaction time in how long it takes you to make a judgment between the color of a person's skin and positive or negative words.

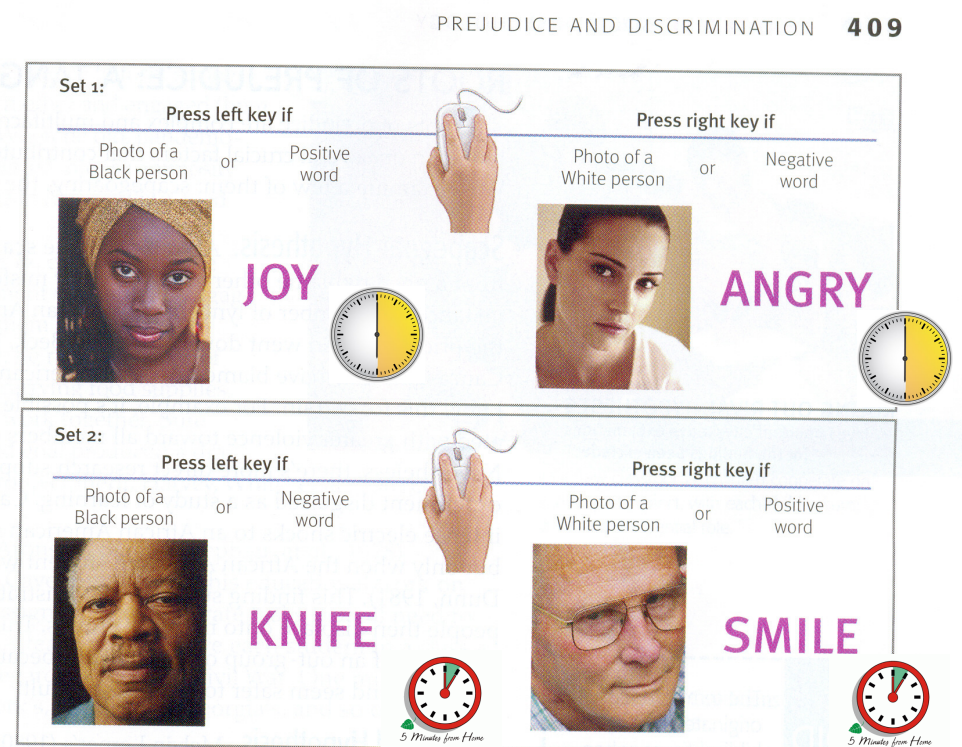


Figure 11.11 The Implicit Association Test. The Implicit Association Test (IAT) is the most widely researched measure of implicit or unconscious prejudice using examples like this one. Many people (across races) associate negative words more readily with African American than Caucasian faces. But does the test really measure unconscious prejudice, or does it measure something else?

Image source: Lilliefeld

The Implicit Association Test

HYPOTHESIS: Stereotypes can influence basic perceptual processes.

RESEARCH METHOD:

1 White participants were shown a picture of a white face or a picture of a black face.



2 Immediately after viewing a picture of a face, participants were shown a picture of an object and asked to classify it as a gun or a tool as quickly as possible.



RESULTS: Participants primed by seeing black faces identified guns more quickly and mistook tools for guns.

CONCLUSION: Stereotypes affect perception.

SOURCE: Payne, B. K. (2001). Prejudice and perception: The role of automatic and controlled processes in misperceiving a weapon. *Journal of Personality and Social Psychology, 81*, 181–192.

Role of Construals: Schemas and Stereotypes



When the criminal was holding a gun, shoot the criminal. When the civilian was holding a neutral object, you do nothing.

The Cognitive Domain and Implicit Association (2016 poster)



Beliefs about Happiness and Money

The relationship between money and happiness is not straightforward. As people make more money (from an annual income of \$0 to a moderate amount), happiness steadily increases. After a moderate amount, happiness slowly increases until you reach a large income. After that happiness doesn't really increase.

If you believe happiness is associated with money, and you aren't happy, you will seek to make more money and be ineffective at changing your happiness.

Developmental Domain

How do people change as they age?

What factors influence successful aging?

What factors influence less successful aging?

Successful aging

- Positive relationships
- Perception of control
- A good fit of personality and environment.
- Being mentally and physically active

Less successful aging

- Teratogens
- Insecure attachments
- Poverty
- Stress

Social and Personality Domain

The social domain examines how the social environment influences our behavior, thoughts, and feelings.

Culture refers to enduring values, beliefs, behaviors, and traditions that are shared by a large group of people and passed from one generation to the next. All groups develop their own social norms. Social norms are often unwritten rules that specify what behavior is acceptable and expected for members of that group.

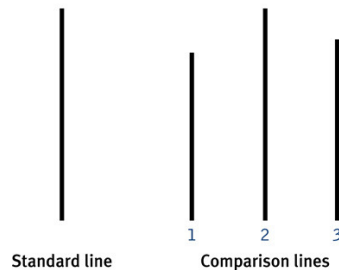


Image source: Psychology, (2009), Myers



Social and Personality + Cognitive Domain



Figure 6.11

Psychologist Gordon Allport showed subjects this picture for a very brief period of time to test the accuracy of their "eyewitness" testimony in a situation in which racial prejudice might influence their perception.

From "Eyewitness Testimony" by Robert Buckhout. Copyright © 1974 by Scientific American, Inc. All rights reserved.

Cross-Cultural Perspective

The cross-cultural perspective studies how culture reflect and shape the psychological processes of their members ([page 11](#)).

Cross-Cultural Perspective

One major cultural differences psychologists look at is the collectivist versus individualistic orientation. It generally isn't an either/or, but a continuum.

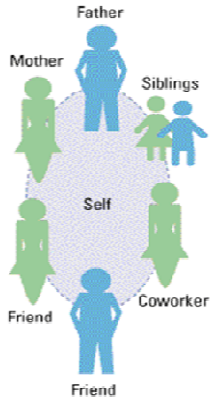
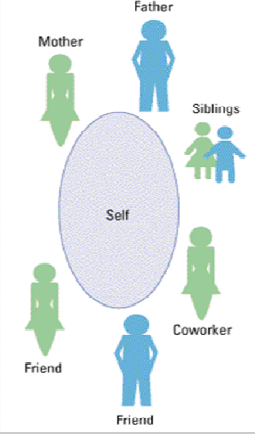
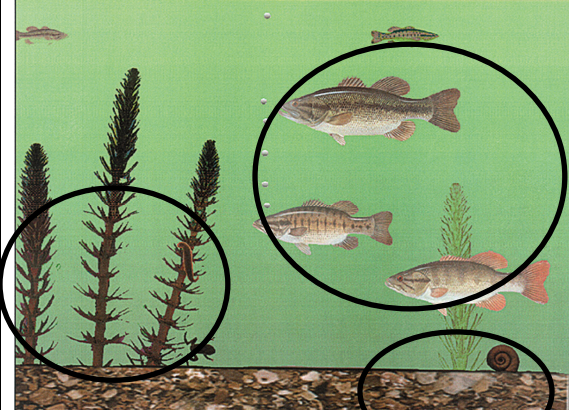
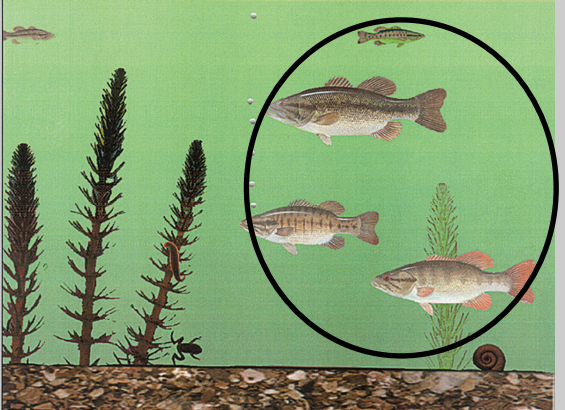
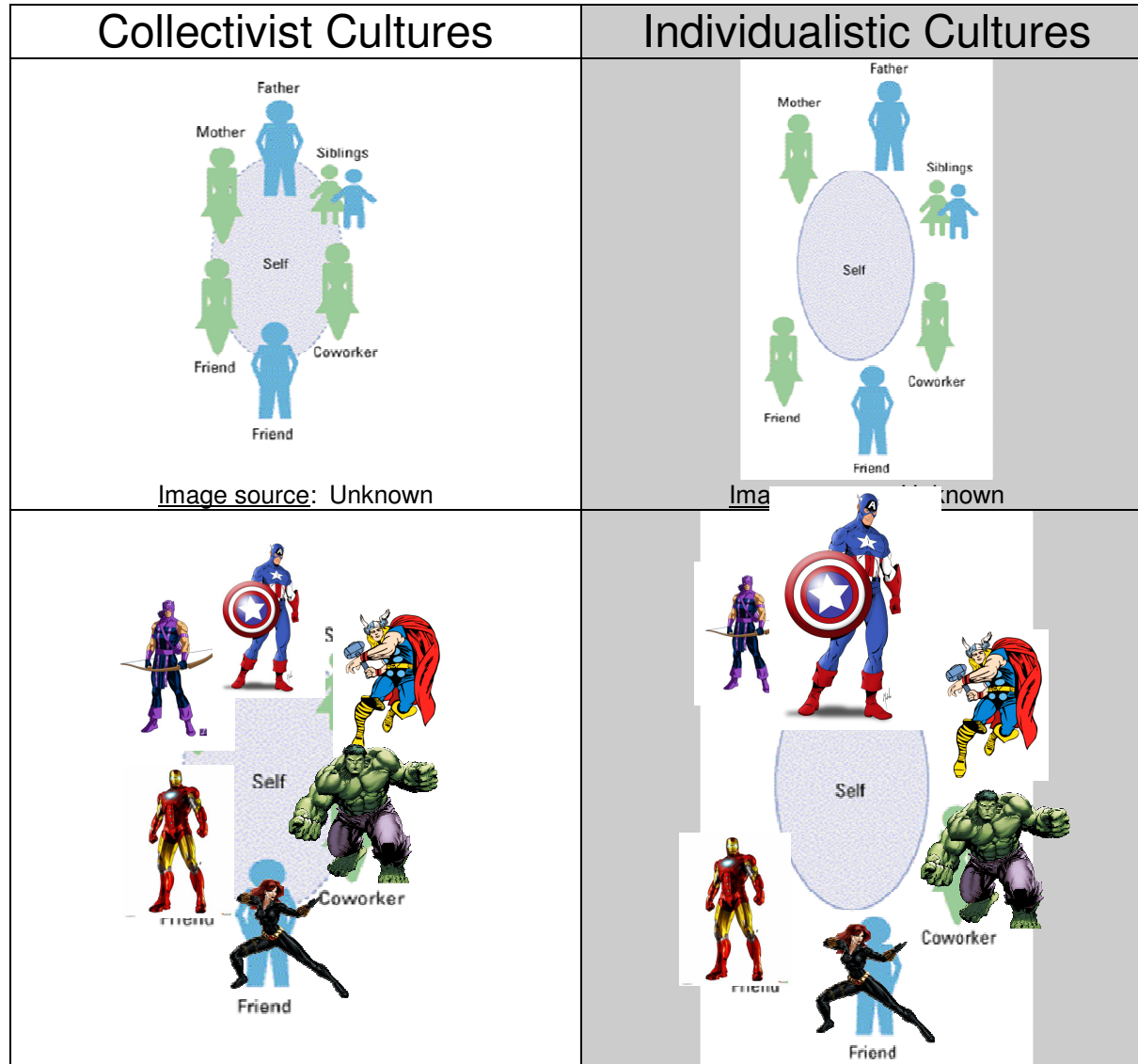
Collectivist Cultures		Individualistic Cultures	
<p>East Asian cultures (China, Japan), Native American Cultures</p>		<p>North America (United States and Canada), Western Europe, Australia, New Zealand</p>	
	<p>Image source: Unknown</p>		<p>Image source: Unknown</p>
			

Image source: Psychology (), Grey

Cross-Cultural Perspective: Avengers vs. Captain America





Cross-Cultural Perspective

Collectivist Cultures	Individualistic Cultures
<p style="text-align: center; font-size: small;">Image source: Unknown</p>	<p style="text-align: center; font-size: small;">Image source: Unknown</p>
Olympic Medalist Reactions (Myers, page 159)	
<ul style="list-style-type: none"> • Here is the best coach in the world, the best manager in the world, and all of the people who supported me. 	<ul style="list-style-type: none"> • I think I just stayed focused • It was time to show the world what I could do
Describing friends	
<ul style="list-style-type: none"> • She helps her friends 	<ul style="list-style-type: none"> • She is helpful

Cross-Cultural Perspective



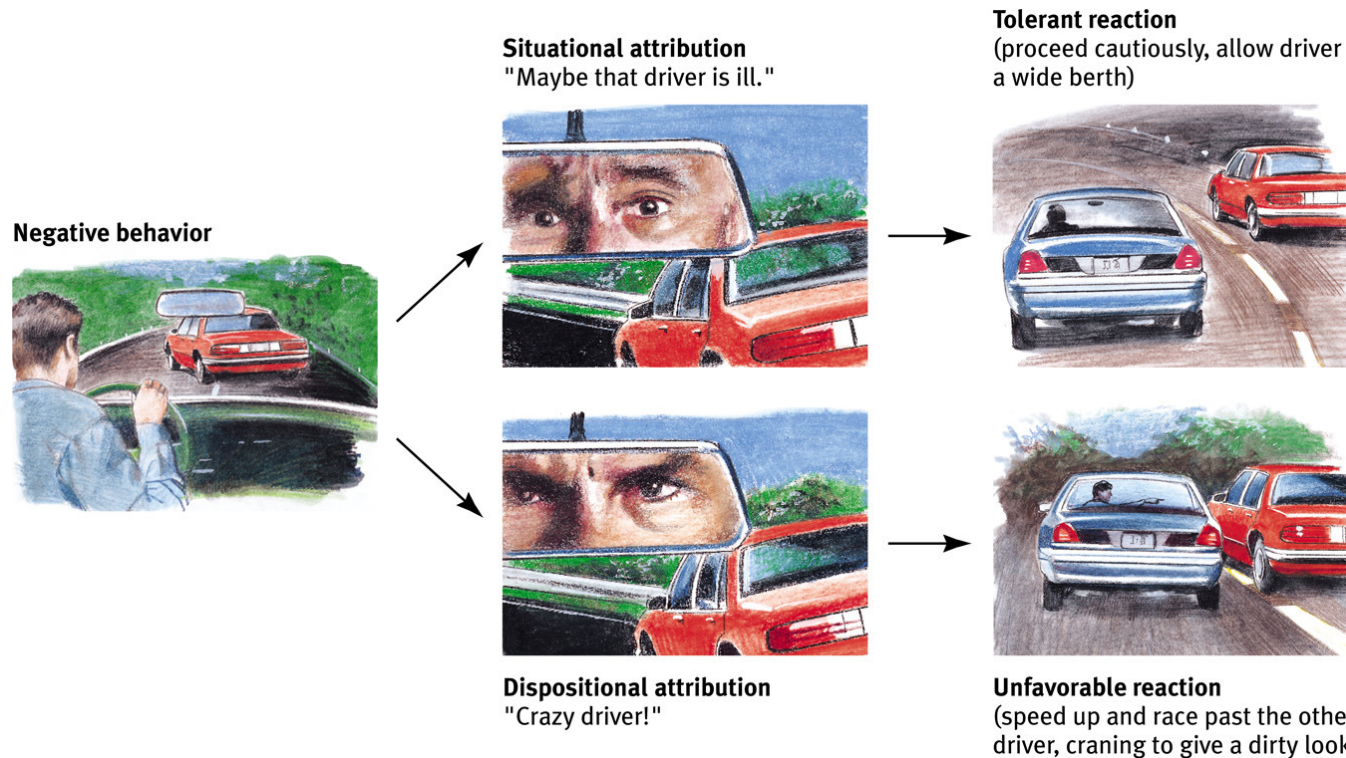
Bryan Cranston's explanation for Breaking Bad's Success

Collectivist Cultures	Individualistic Cultures
<ul style="list-style-type: none">• What would a collectivist explanation be for its success?	<ul style="list-style-type: none">• What would an individualist explanations be for its success?

Individualistic cultures have higher rates of loneliness, divorce, homicide, and stress-related disease compared to collectivist cultures.

Individualistic cultures are more likely to say that you can be anything you want (it ignores social factors).

Fundamental Attribution Error (FAE)



The fundamental attribution error is the tendency to for individualistic cultures to attribute the behavior of other people to internal, personal characteristics, while ignoring or underestimating the effects of external, situational factors.

Internal and Personal
characteristics

External and
Situational Factors

This attributional error is common when bad things happen and observers tend to blame the victim of crime, disaster such as floods, or illness.

Different Cultures Interpret the World Differently

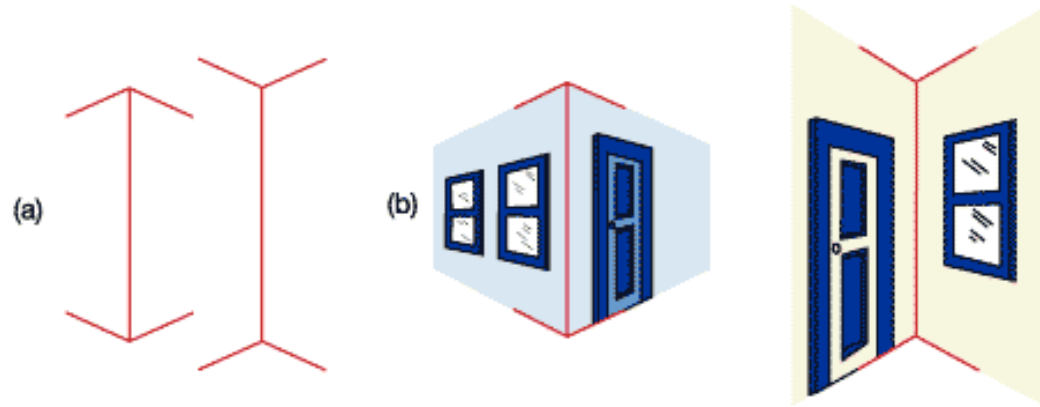


Image source: Unknown

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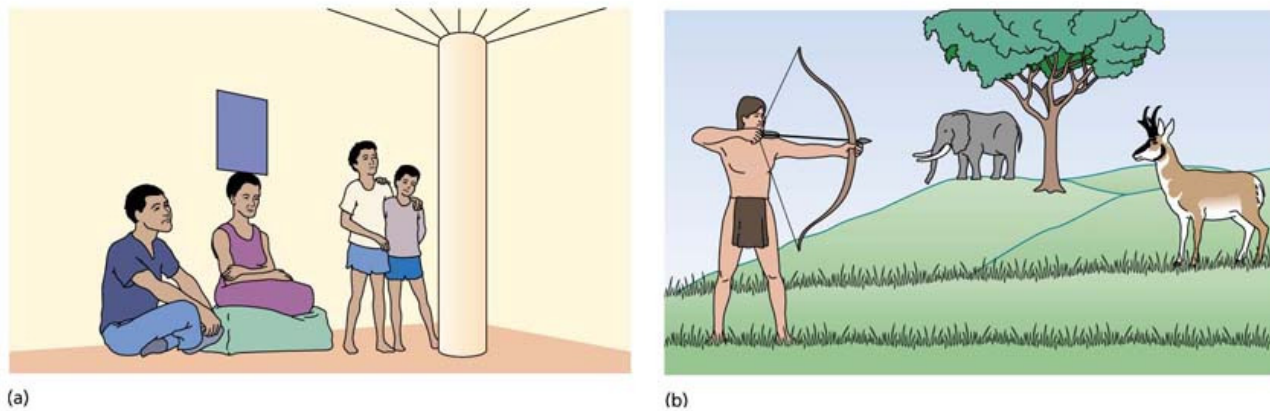


Image source: Psychology: Science and Practice (), Passer and Smith

Expectations for elderly



Spencer

@NobleSpencer

Fascinated by how the behavior of the people who took 3 pieces of pizza at the pizza party because they thought it would run out and the people who took 1 piece for the exact same reason is such a perfect encapsulation of American beliefs about community.

4:08 PM · 12 May 21 · [Twitter for Android](#)

Mental and Physical Health

Factors involved with good mental and physical health

- Supportive families and communities
- Good stress management techniques
- Adequate sleep
- Good social support
- high self-efficacy

Factors involved with poorer mental and physical health

- hostile attitudes toward others

The Five Domains of Modern Psychology

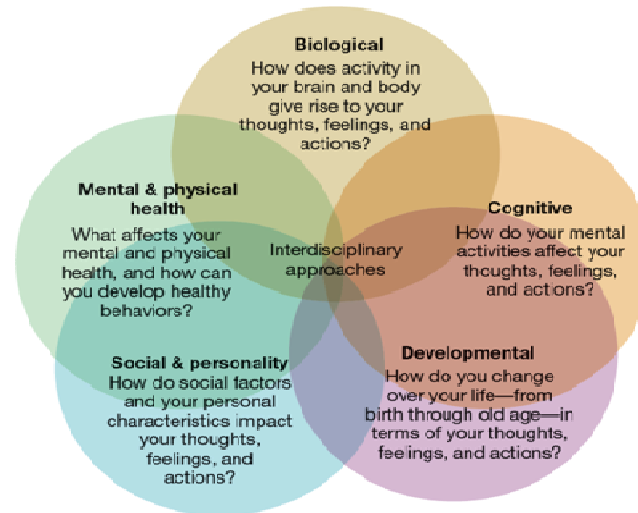


FIGURE 1.8

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