

Approaches to Psychology

Approaches to Psychology



The Different Approaches

- ◆ The problems you wish to investigate are tied to a number of theoretical approaches to psychology
- ◆ There are six basic approaches to the study of psychology (some psychologists also include a seventh approach)

Seven Approaches

- ◆ 1. Evolutionary
- ◆ 2. Biological
- ◆ 3. Behavioral
- ◆ 4. Cognitive
- ◆ 5. Humanistic
- ◆ 6. Psychodynamic
- ◆ 7. Sociocultural

Approaches to Psychology

Application



- ◆ How do you explain the causes of depression?
- ◆ How do you examine the personality of an assassin?



Approaches to Psychology

Application #2



- ◆ How can we explain the power of cult leaders?
- ◆ What social conditions exist that promote the rise of cults?

Approaches to Psychology

Application #3



- ◆ How could you investigate the causes of mental illness?

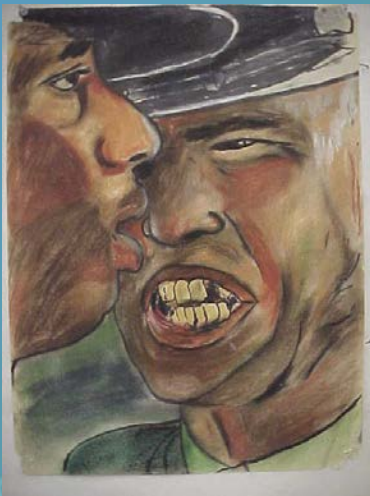


Approaches to Psychology

Application #4

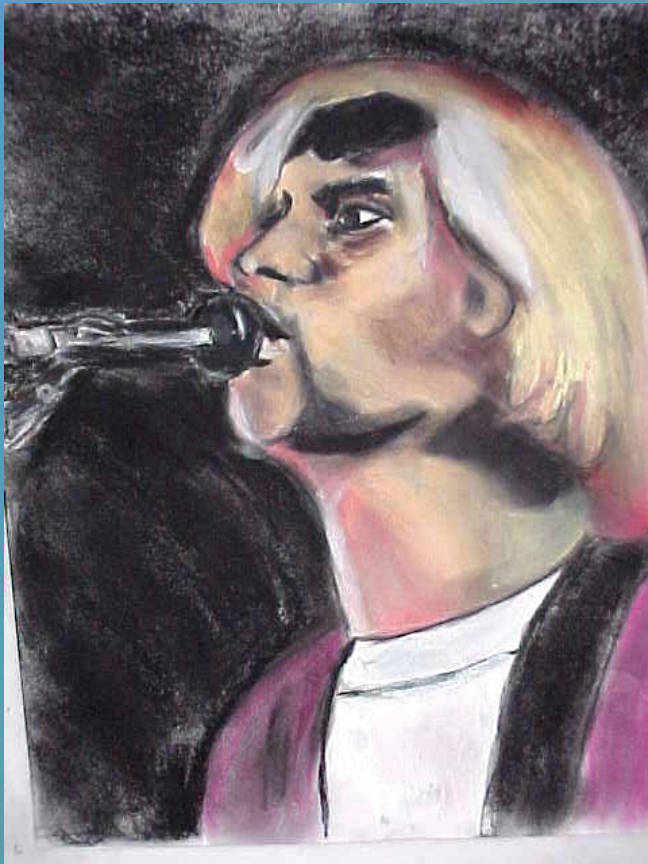


- ◆ How could you explain the reasons for obedience to authority?



Approaches to Psychology

Application #5



- ◆ How could you achieve a better understanding of why a person would commit suicide?

Approaches to Psychology

Application #6



- ◆ Where would you look if you wanted to understand how and why some people seem so extraordinary and important in our society?

Overview of Each Approach

- ◆ **Biological:** Focuses primarily on the activities of the nervous system, the brain, hormones, and genetics
- ◆ **Psychodynamic:** Emphasizes internal, unconscious conflicts; the focus is on sexual and aggressive instincts that collide with cultural norms

Overview (cont.)

- ◆ **Behavioral:** Examines the learning process, focusing in particular on the influence of rewards and punishments
- ◆ **Evolutionary:** Investigates how primal survival instincts can influence behavior