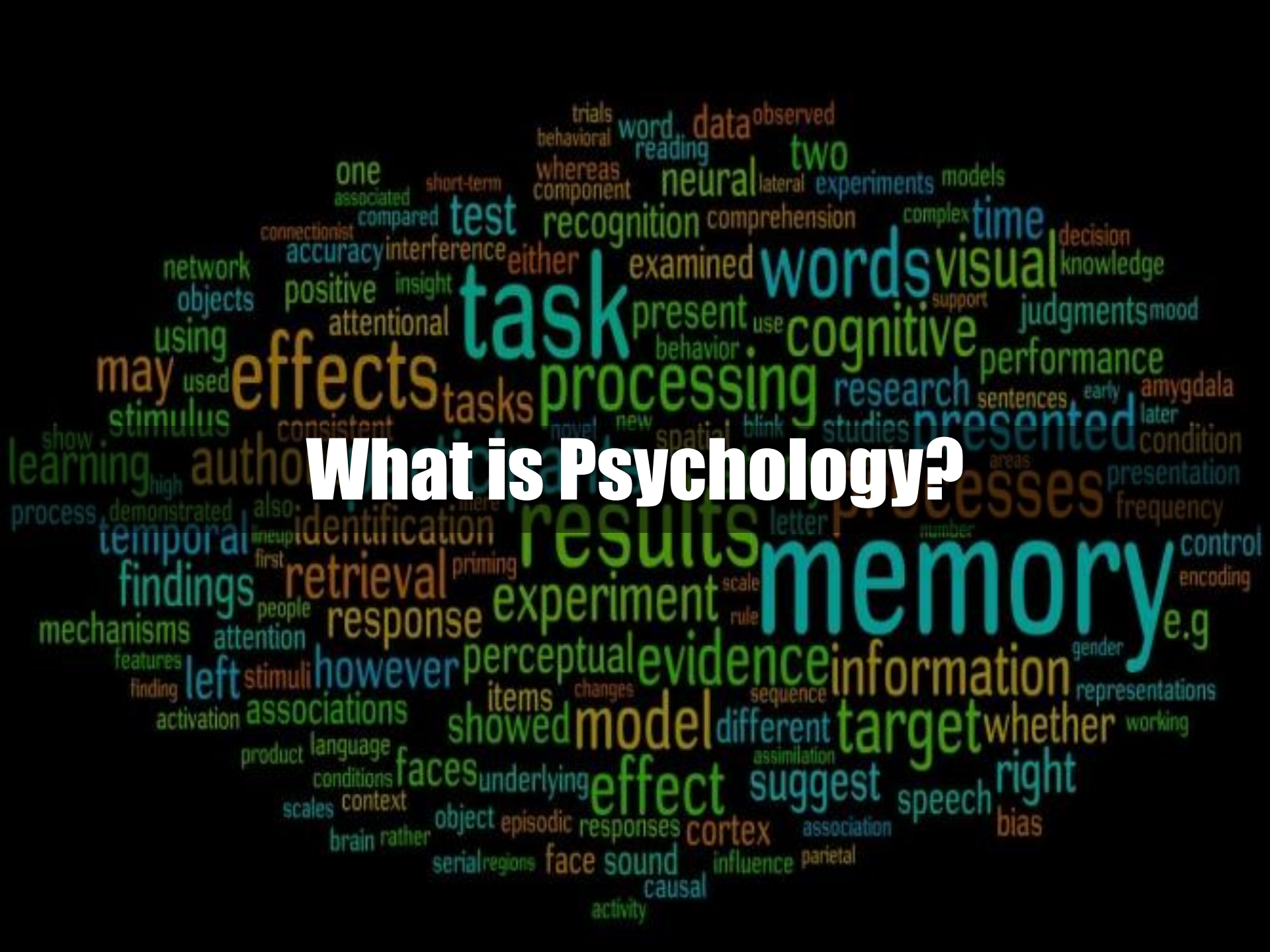
Introduction to Psychology


What is Psychology?
memory
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words
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processing
results
cognitive
presented
time
test
recognition
neural
two
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trials
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causal
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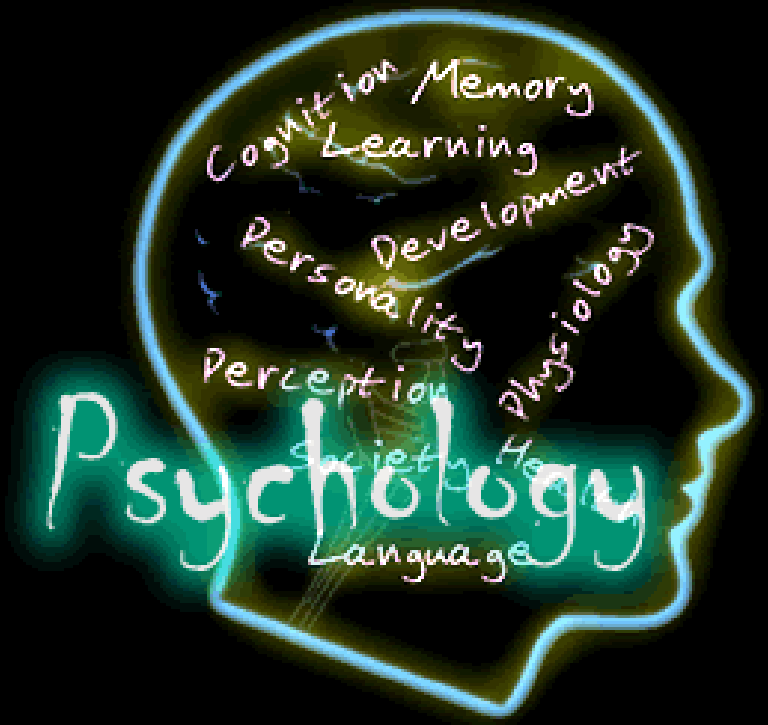
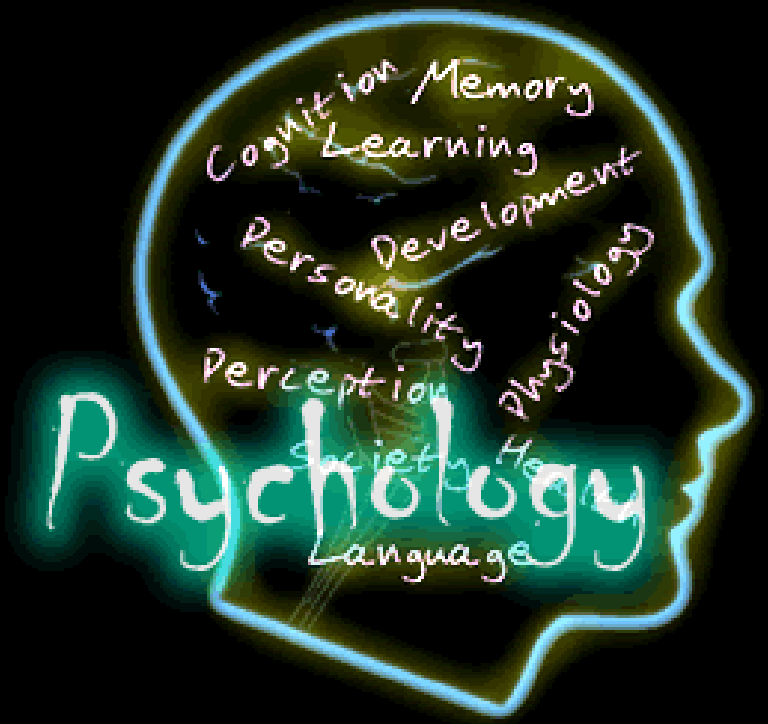


PSYCHO = Psyche = Mind / Soul

LOGY = Logo = Study



Psychology = Scientific Study

Mental Functions + Behaviors

Cognition

Perception

Attention

Motivation

Personality

Emotion

Behavior

Brain Functioning

Phenomenology

Interpersonal Relationships

Concepts of Psychology Studying

Group Discussion
“Why do we need to study Psychology?”

To Inform

To Persuade

To Educate

To Entertain

Media Influences

You can Inform / Educate / Entertain / Persuade

Some Message to People
if we know well about Psychology

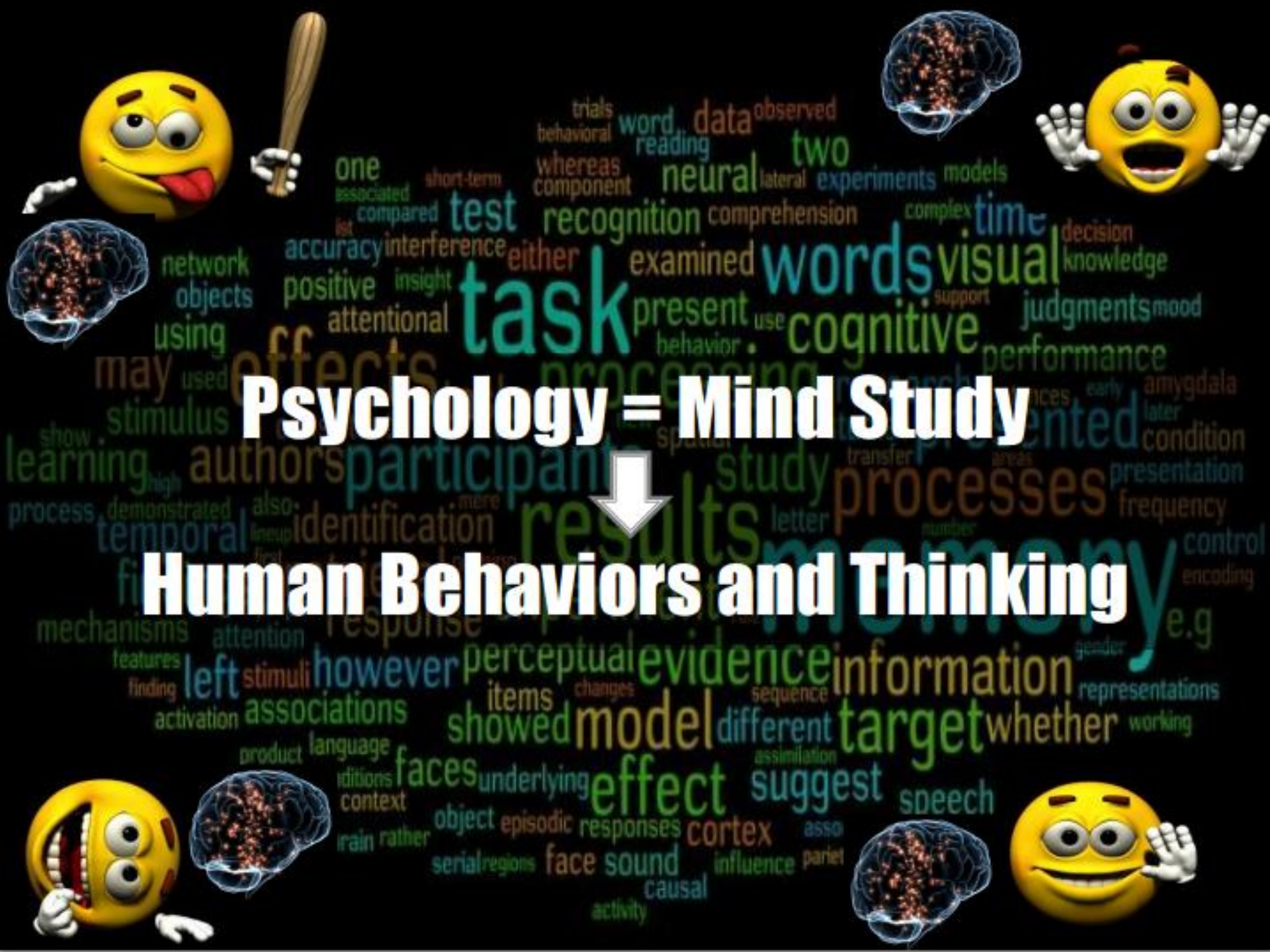
Your Influences

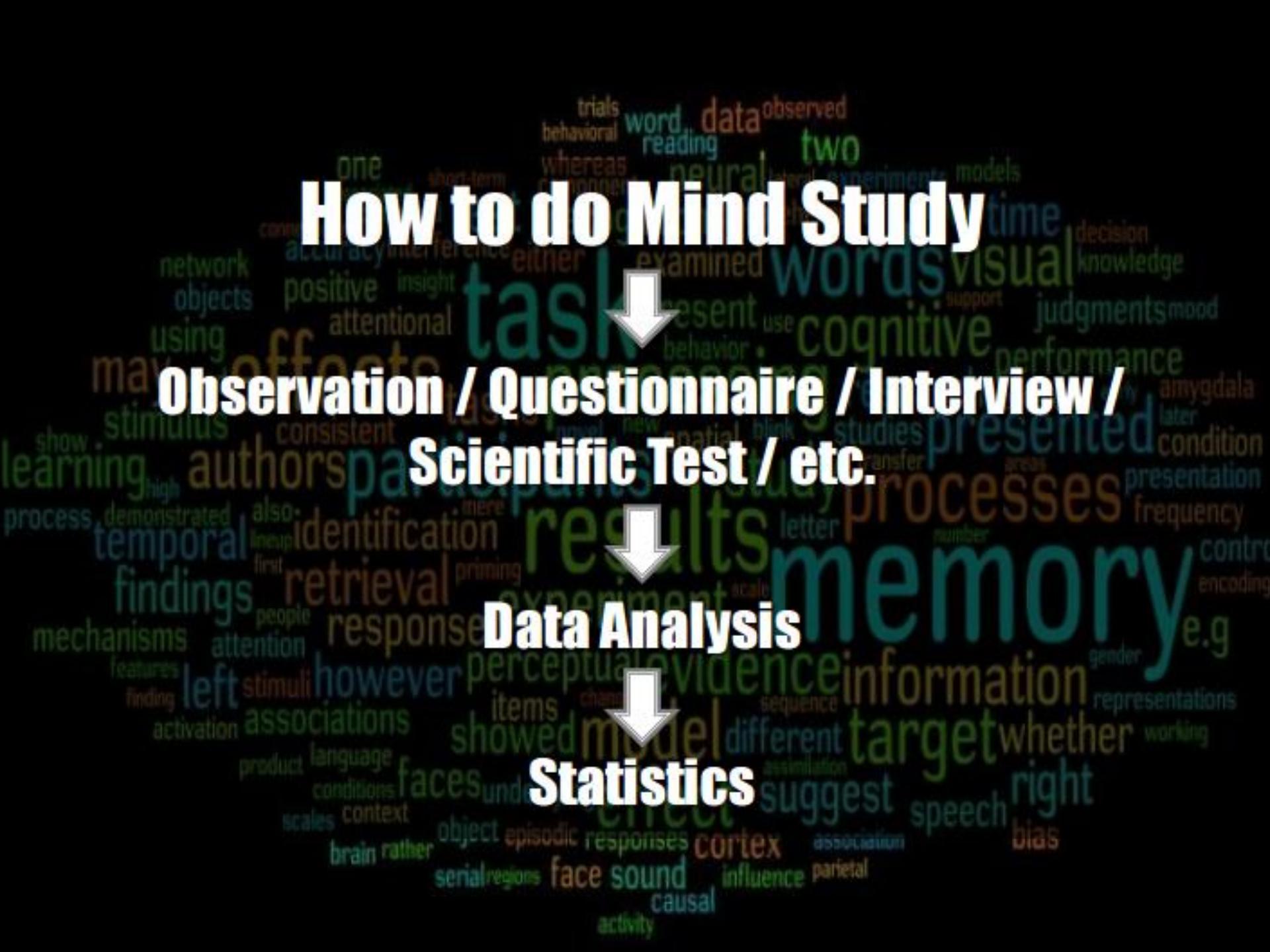
S – M – C – R

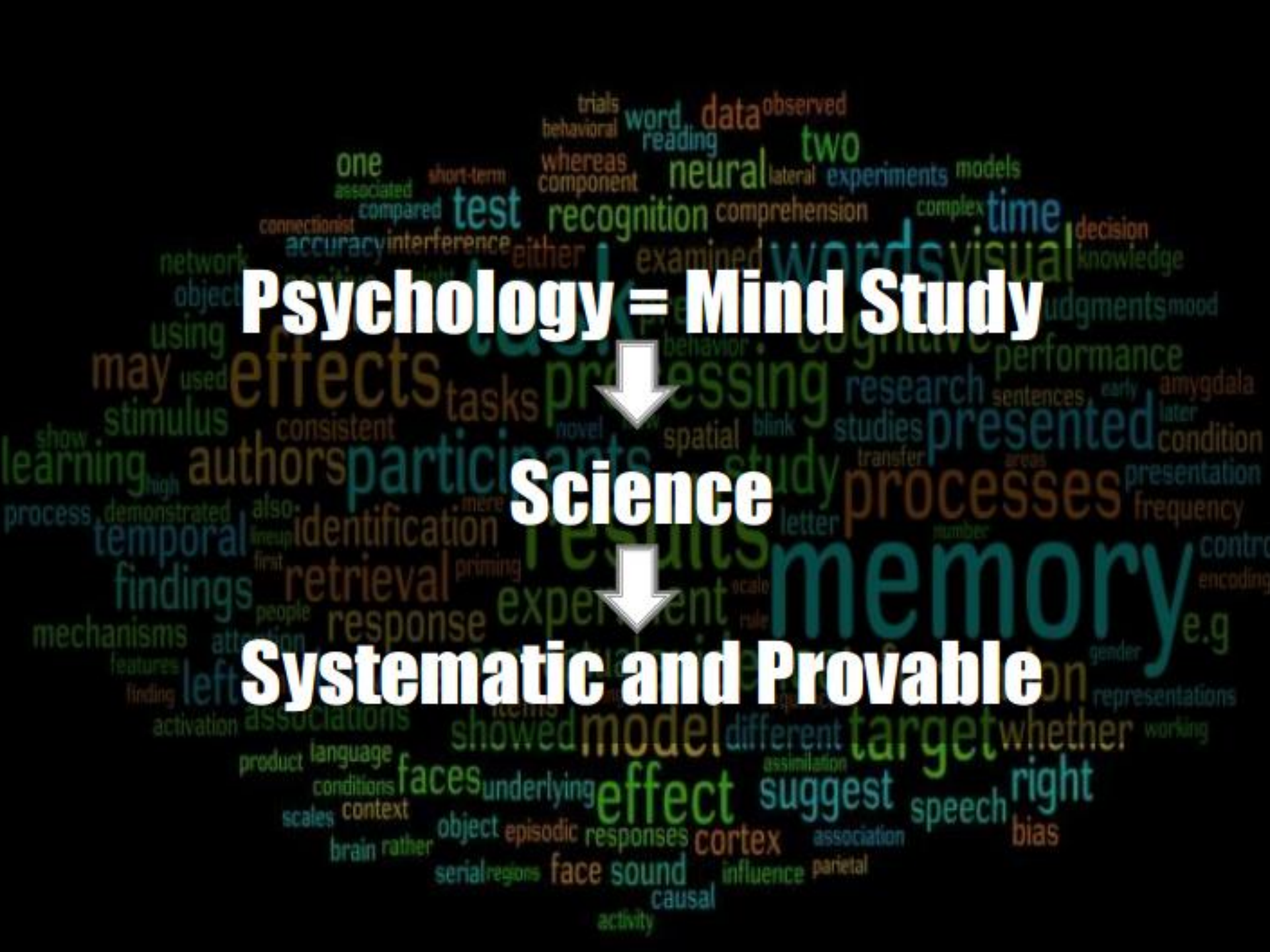
S - Sender
M - Message
C - Channel
R - Receiver

- Communication Skills
- Attitudes
- Knowledge Levels
- Socio – Cultural Systems

S-M-C-R Model of David K. Berlo


Psychology = Mind Study
Human Behaviors and Thinking


How to do Mind Study
Observation / Questionnaire / Interview / Scientific Test / etc.
Data Analysis
Statistics


Psychology = Mind Study
Science
Systematic and Provable

Psychology

Prediction from Statistics

with Complicacy and Incorrectness

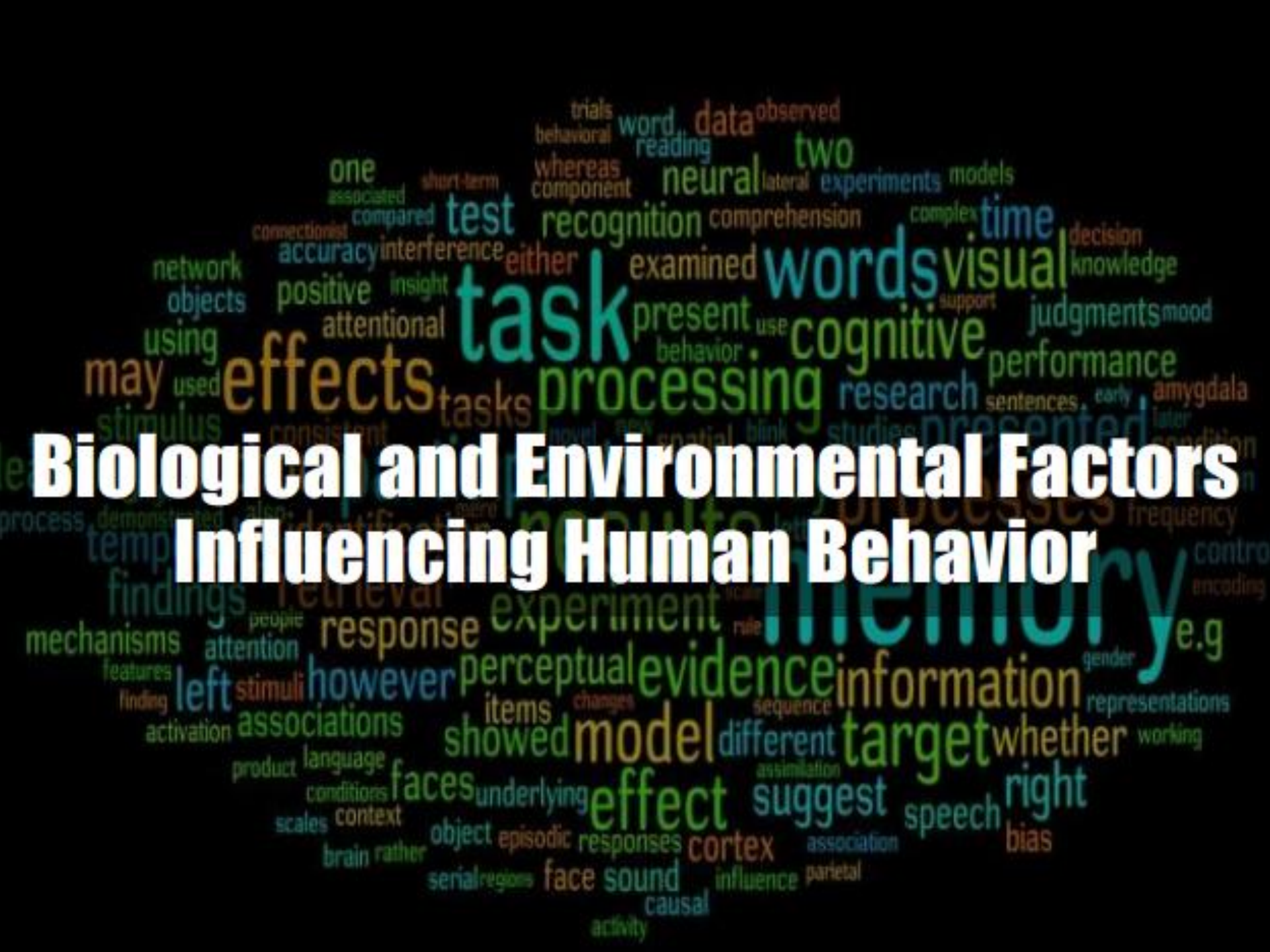
Result = Majority Not 100%

Types of Psychology
Pure Psychology
=
Theory/New Knowledge
Applied Psychology
=
Apply Theories in Daily Life

Psychology = Mind Study

Many Groups

- Structuralism
- Functionalism
- Psychoanalysis
- Behaviorism
- Humanistic
- Gestalt
- Existentialism
- Cognitivism


Biological and Environmental Factors Influencing Human Behavior
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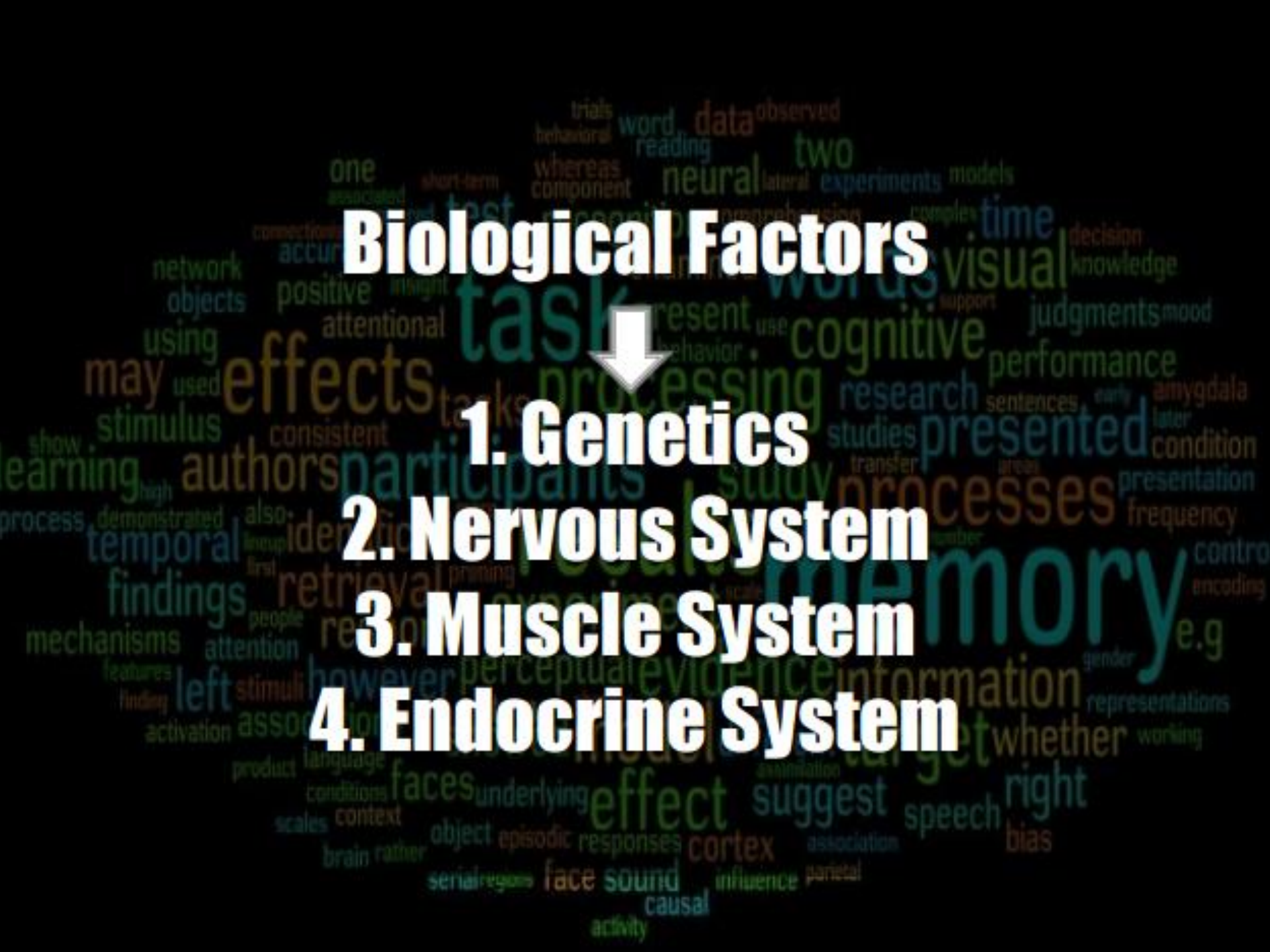
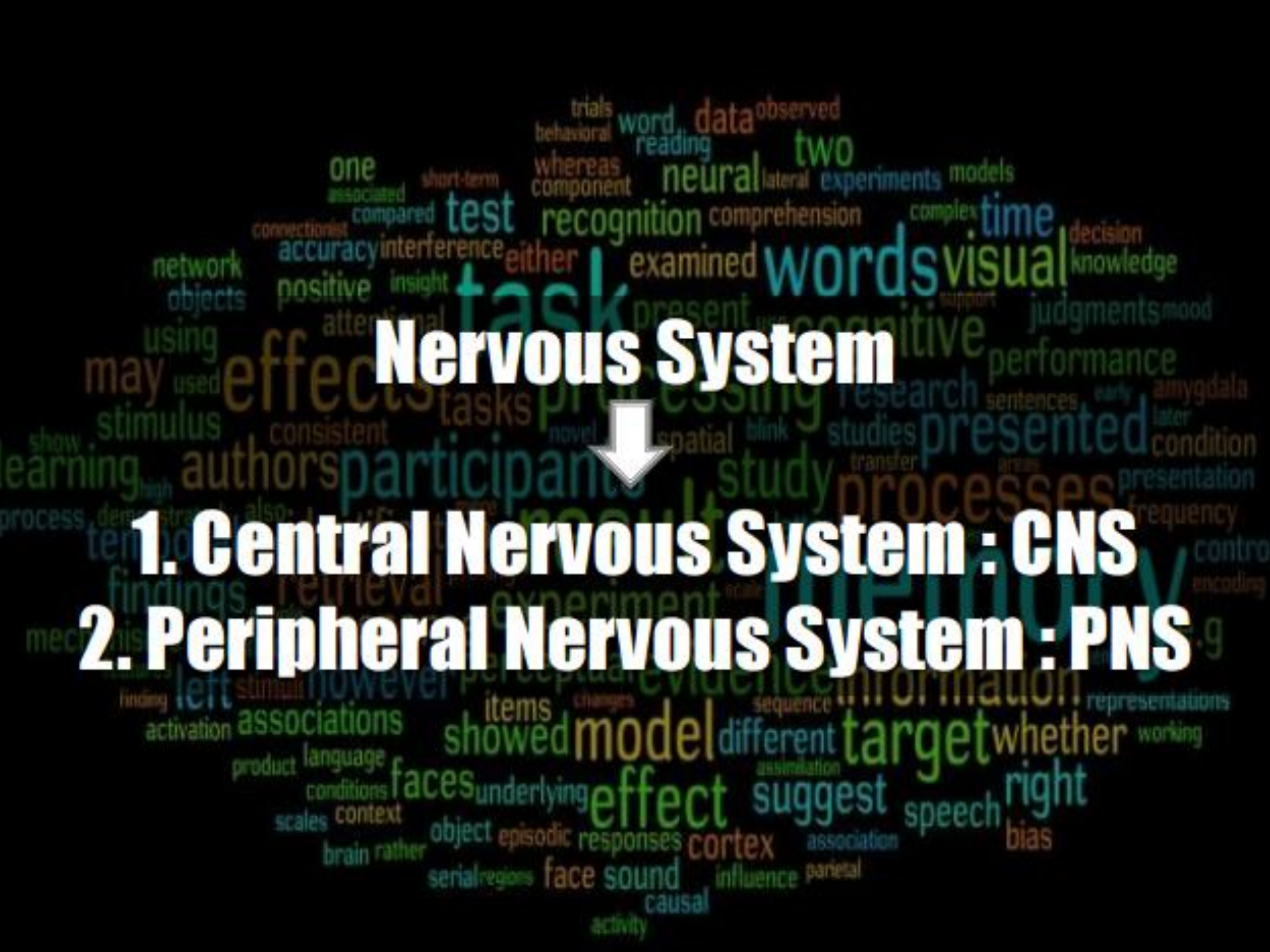
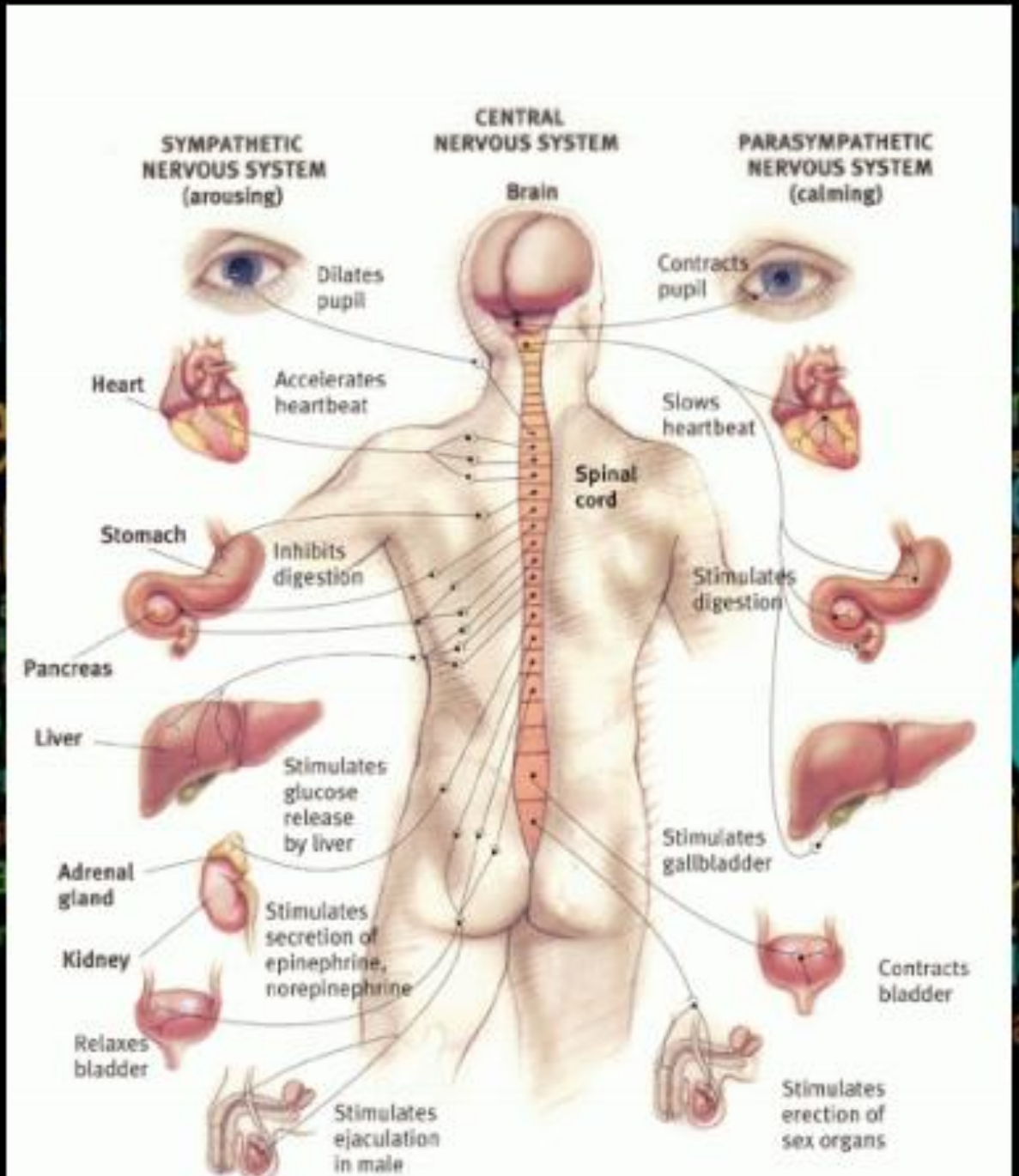
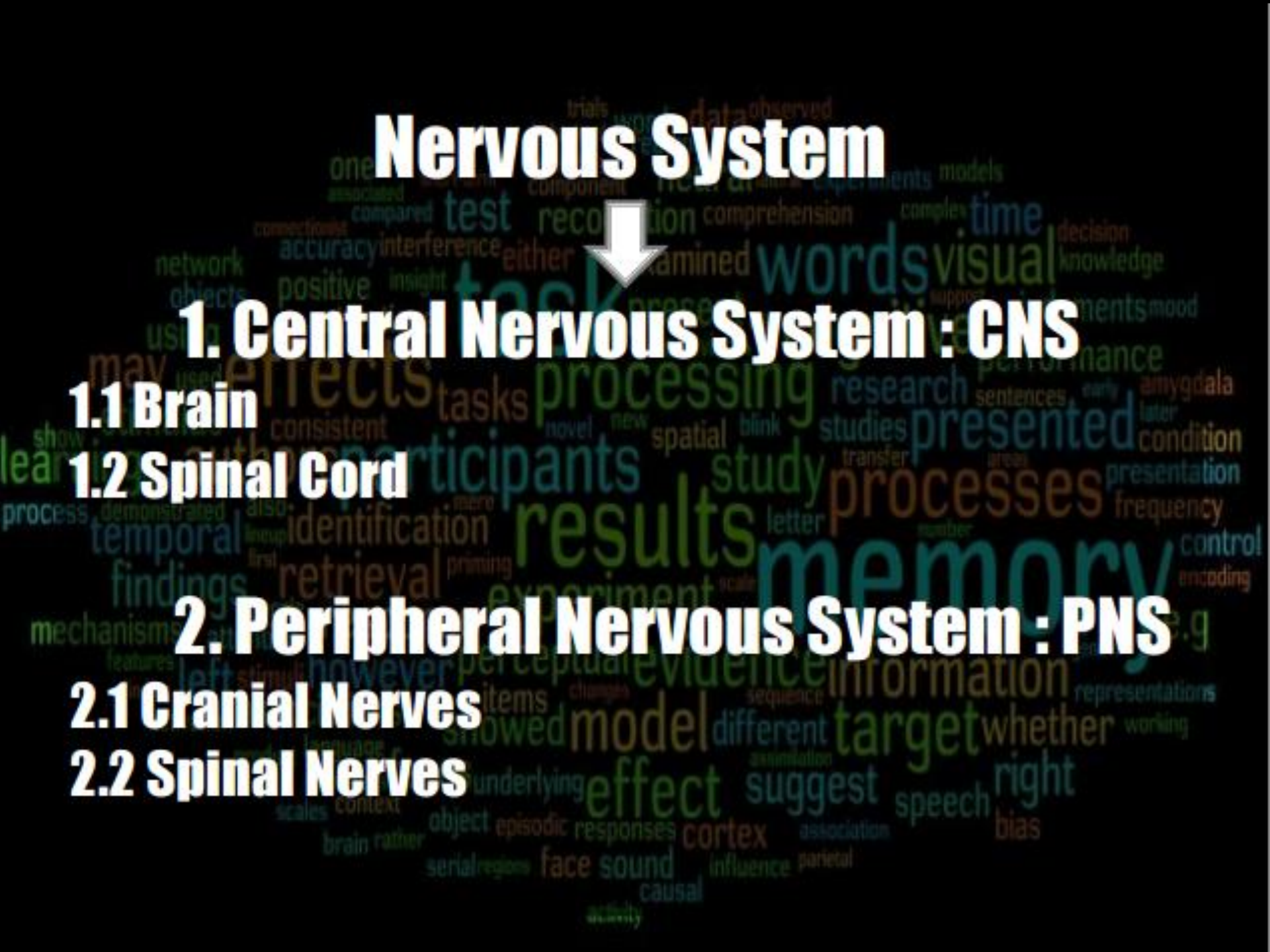

Biological Factors
1. Genetics
2. Nervous System
3. Muscle System
4. Endocrine System

Types of Genetic Transformation

1. Physical Characteristics
2. Disease
3. Brain Damage
4. Mental Disorder
5. Intelligence


Nervous System
1. Central Nervous System : CNS
2. Peripheral Nervous System : PNS


SYMPATHETIC NERVOUS SYSTEM (arousing)
CENTRAL NERVOUS SYSTEM
PARASYMPATHETIC NERVOUS SYSTEM (calming)
Brain
Dilates pupil
Contracts pupil
Heart
Accelerates heartbeat
Slows heartbeat
Spinal cord
Stomach
Inhibits digestion
Stimulates digestion
Pancreas
Liver
Stimulates glucose release by liver
Stimulates gallbladder
Adrenal gland
Stimulates secretion of epinephrine, norepinephrine
Kidney
Contracts bladder
Relaxes bladder
Stimulates erection of sex organs
Stimulates ejaculation in male


Nervous System
1. Central Nervous System : CNS
1.1 Brain
1.2 Spinal Cord
2. Peripheral Nervous System : PNS
2.1 Cranial Nerves
2.2 Spinal Nerves

Brain
Cerebellum
Spinal cord
Brachial plexus
Musculocutaneous nerve
Intercostal nerves
Radial nerve
Subcostal nerve
Median nerve
Lumbar plexus
Iliohypogastric nerve
Sacral plexus
Genitofemoral nerve
Femoral nerve
Obturator nerve
Pudental nerve
Ulnar nerve
Sciatic nerve
Muscular branches of femoral nerve
Common peroneal nerve
Saphenous nerve
Tibial nerve
Deep peroneal nerve
Superficial peroneal nerve

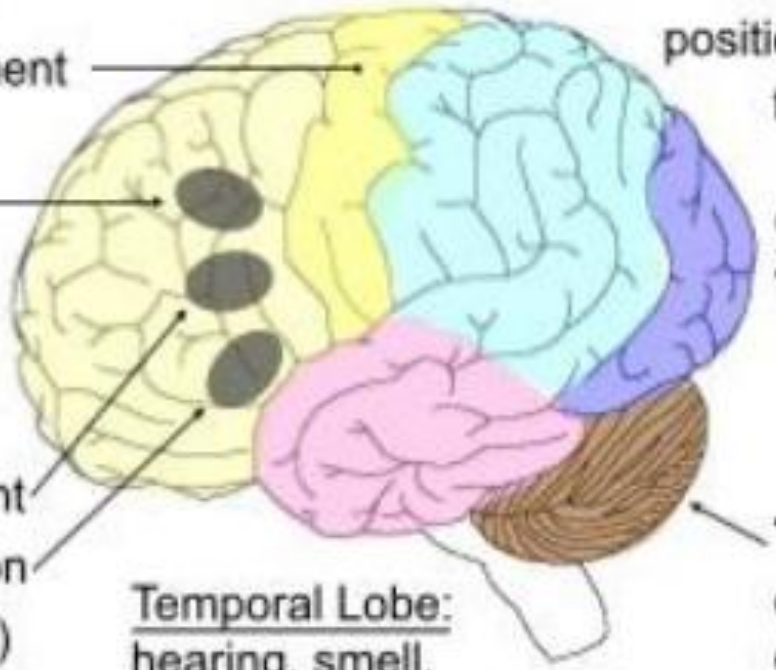
The Cerebrum

Cerebral cortex: memory

Frontal Lobe:
willed movement
personality
hand skills
spontaneity
initiative
mentation
eye movement
word formation
(Broca's area)

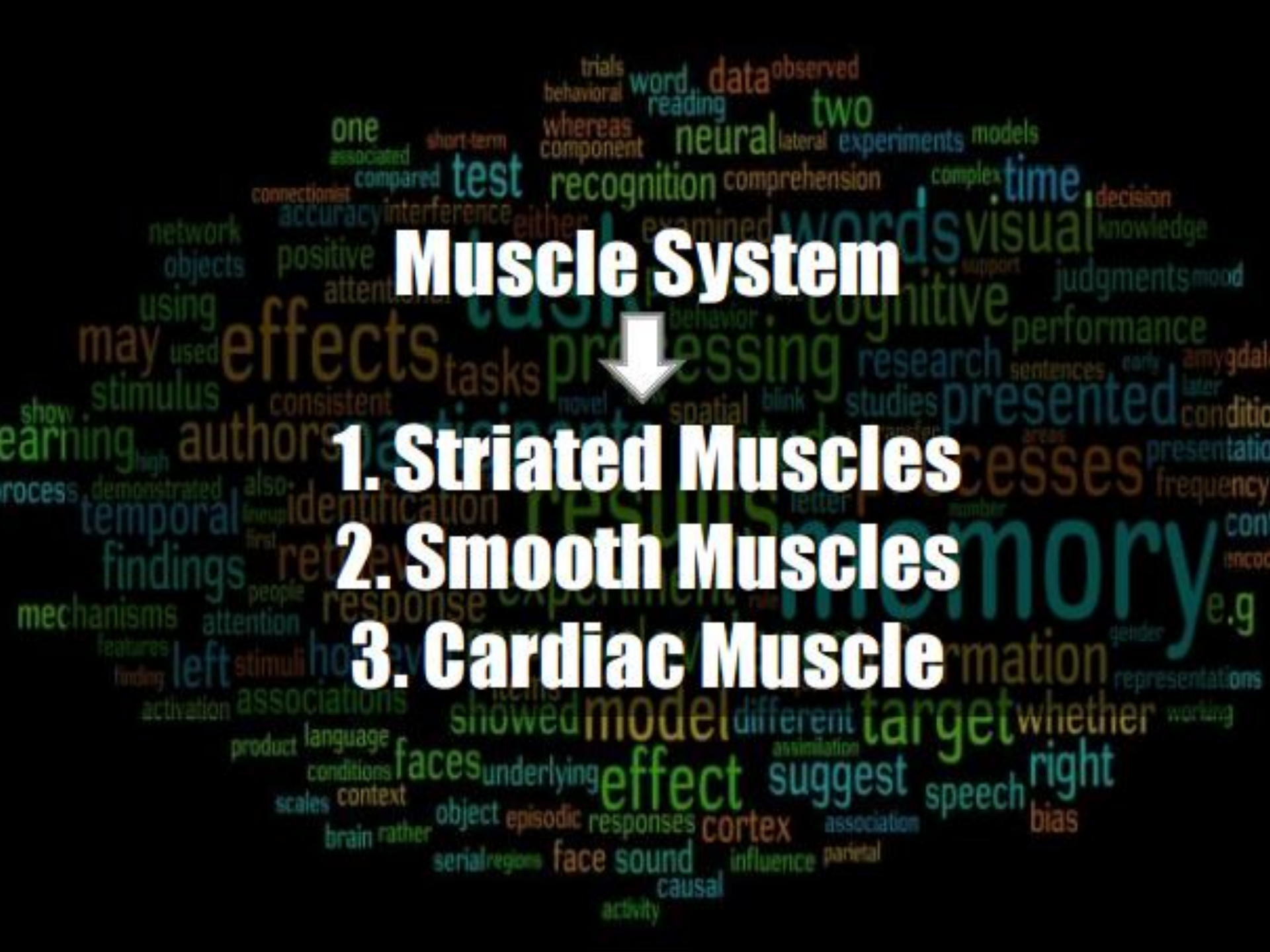
Parietal Lobe:
sensations of touch, pressure
position sense, heat/cold,
taste, emotion

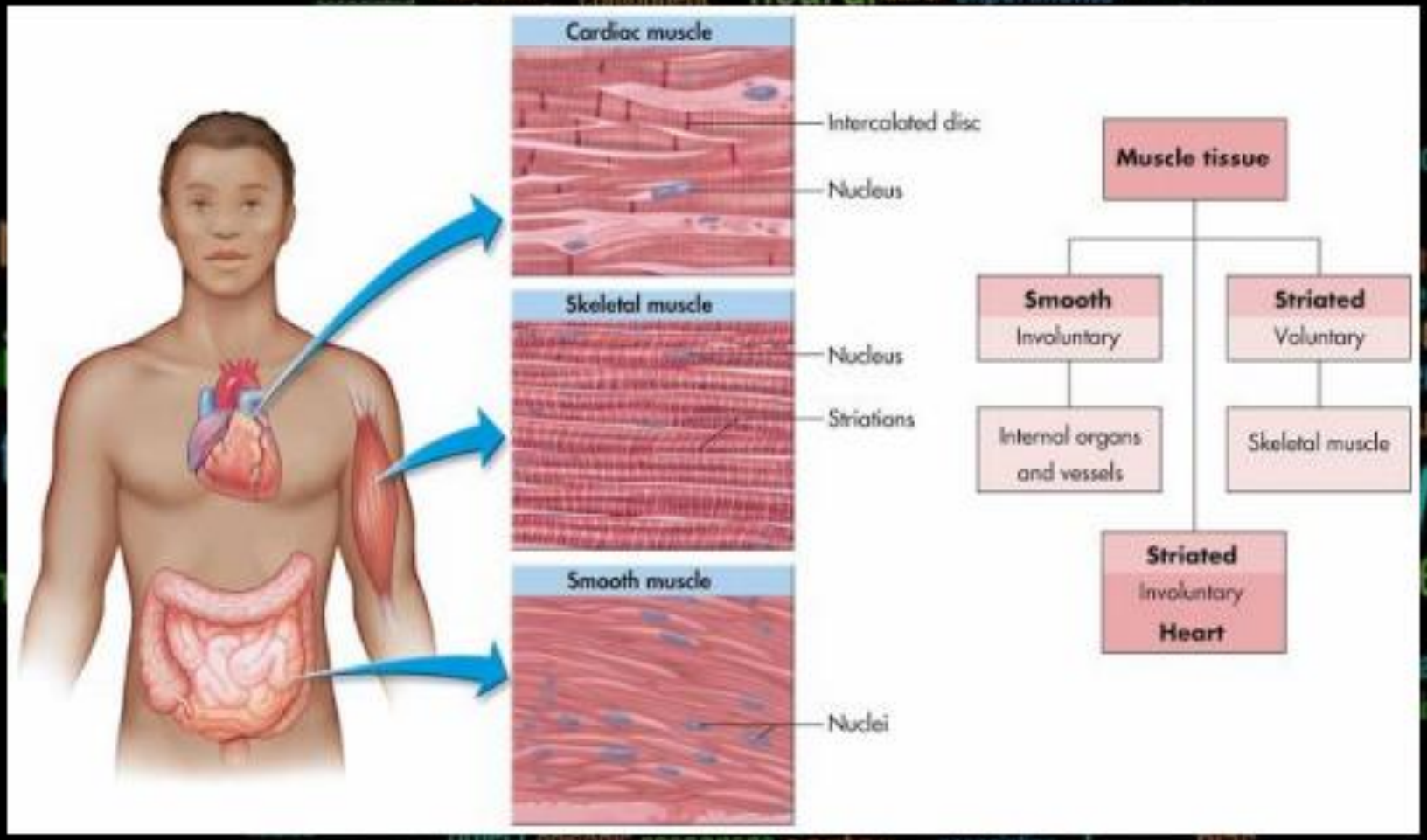
Occipital Lobe:
vision



The Cerebellum
coordination
equilibrium

Temporal Lobe:
hearing, smell,
intelligence, word choice,
comprehension


Muscle System
1. Striated Muscles
2. Smooth Muscles
3. Cardiac Muscle


Cardiac muscle
Intercalated disc
Nucleus
Skeletal muscle
Nucleus
Striations
Smooth muscle
Nuclei
Muscle tissue
Smooth
Involuntary
Striated
Voluntary
Internal organs and vessels
Skeletal muscle
Striated
Involuntary
Heart

Gland System

1. Duct Glands

1.1 Salivary Glands

1.2 Tear Glands

2. Endocrine Glands

2.1 Pineal Gland

2.2 Pituitary Gland

2.3 Thyroid Gland

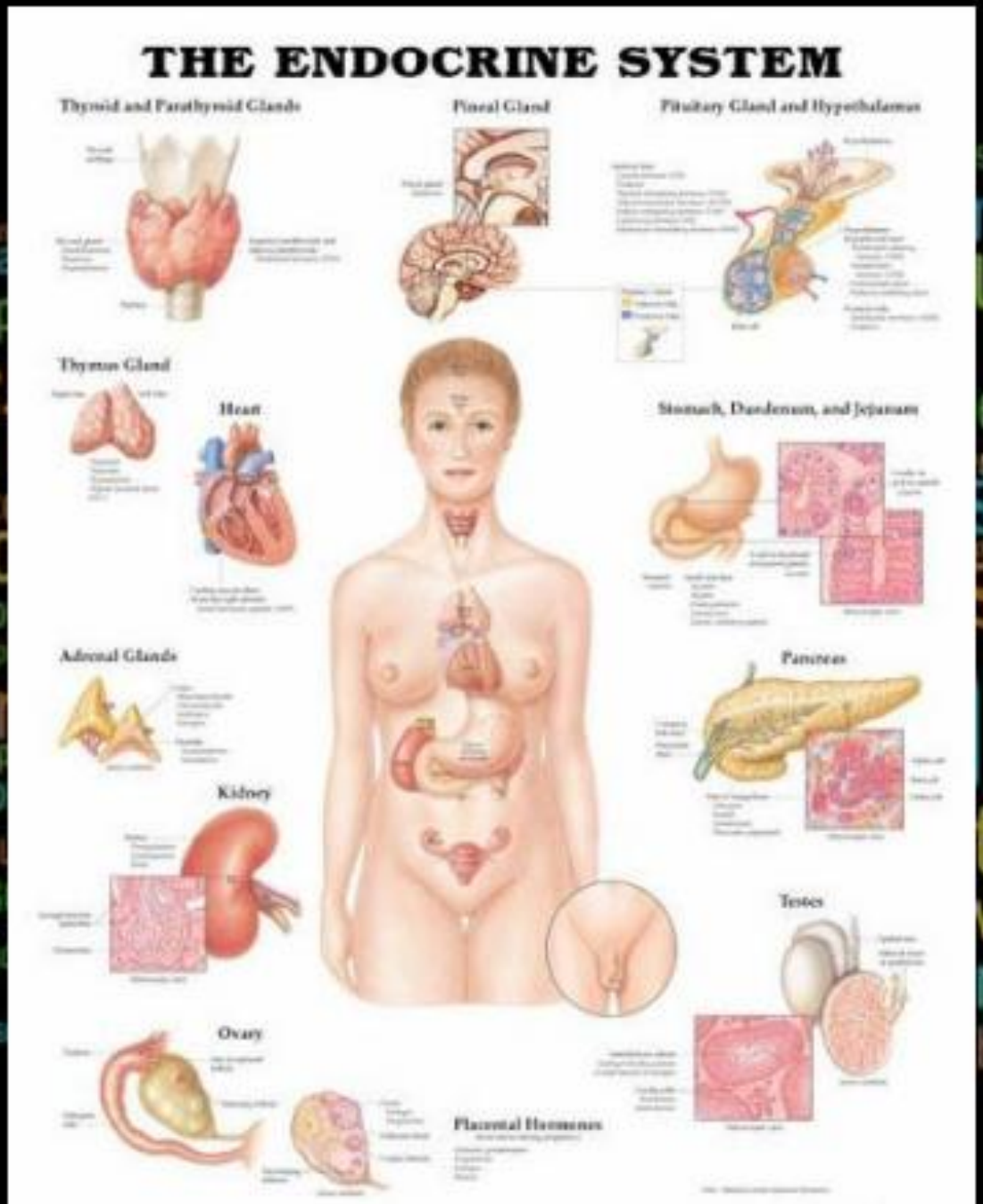
2.4 Parathyroid Gland

2.5 Thymus Gland

2.6 Adrenal Gland

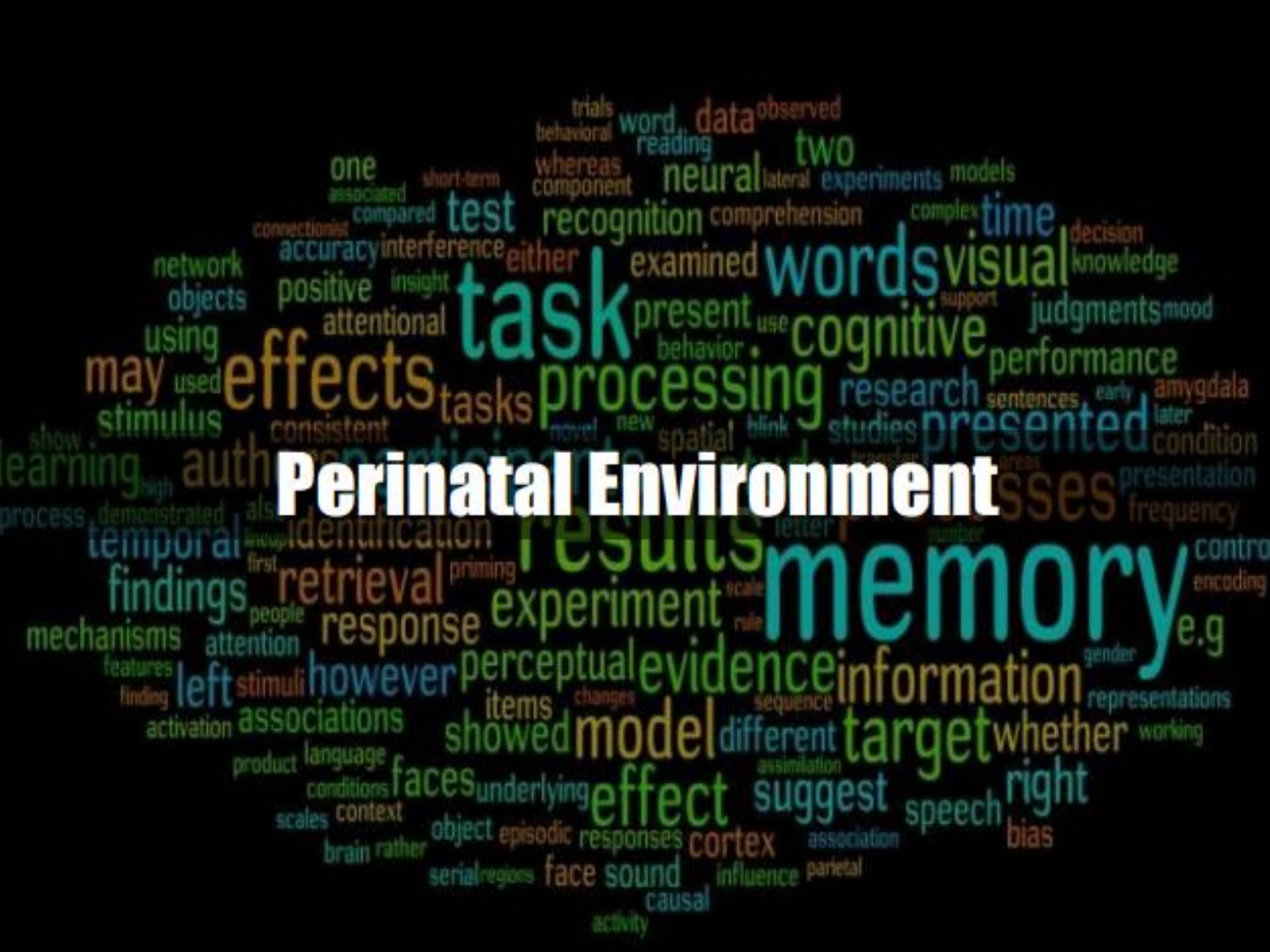
2.7 Pancreas Gland

2.8 Gonad Gland


THE ENDOCRINE SYSTEM
Thyroid and Parathyroid Glands
Pineal Gland
Pituitary Gland and Hypothalamus
Thymus Gland
Heart
Stomach, Duodenum, and Jejunum
Adrenal Glands
Pancreas
Kidney
Testes
Ovary
Placental Hormones

Environmental Factors
1. Prenatal Environment
2. Perinatal Environment
3. Postnatal Environment

Prenatal Environment
- Mother's Nutrition
- Mother's Health
- RH. Factor
- Drugs
- Rays
- Alcohol
- Cigarette
- Mother's Age
- Mother's Emotions


Perinatal Environment
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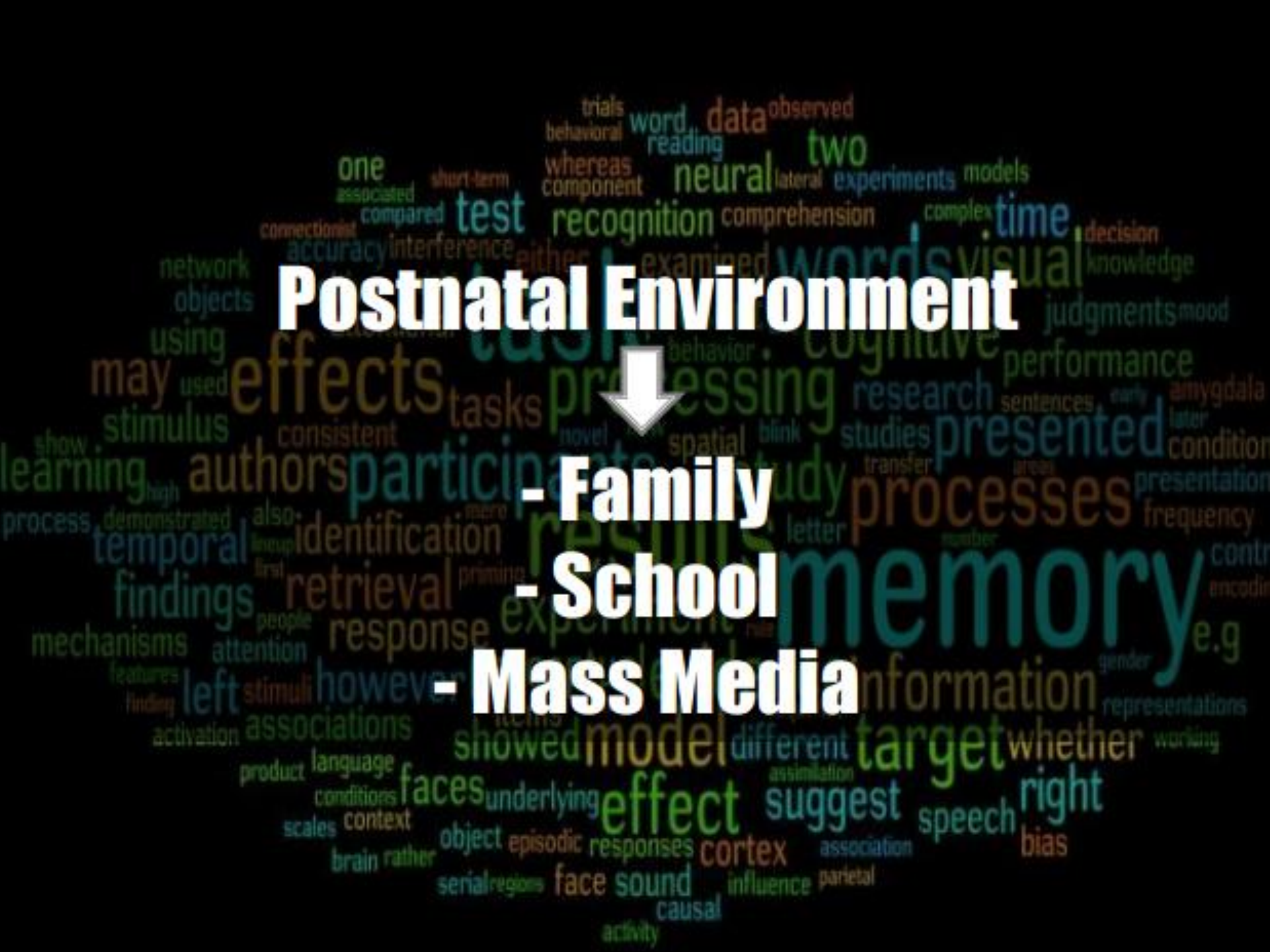
Postnatal Environment
- Family
- School
- Mass Media

Family

- Model 1 : Spoiling Family
- Model 2 : Rejecting Family
- Model 3 : Ignoring Family
- Model 4 : Perfectionist Family
- Model 5 : Over Standard Family
- Model 6 : Wrong Discipline Training Family
- Model 7 : Bad Models Family
- Model 8 : Jealousy Nurturing Family
- Model 9 : Lack of Harmony Family
- Model 10 : Mental Disorder InteractingFamily

Biological Factors
+
Environmental Factors
Influence
Human Behavior