

Psychology in Practice

2 Types of Psychology

Research:

- studies of origin, cause, or results of certain behaviors
- aim is to increase the amount of scientific knowledge

Applied:

- use what the researchers have found to deal with people and problems
- aim is to solve practical problems

Branches of Psychology

Counseling Psychology:

- Help people with general concerns (marriage, school, work)
- Goal is to achieve a greater sense of well-being

Clinical Psychology:

- Assesses and treats people with mental, behavior, and emotional disorders

Psychiatrists:

- Medical doctors, licensed to prescribe drugs
- Treat the physical causes of disorders

Subfields of Psychology

Biological

- Analyze biological factors influencing behavior and mental processes

Developmental

- Try to understand and describe the mental and behavioral changes from birth to old age

Cognitive

- Study mental abilities, decision making, problem solving...anything to do with how we think

Personality

- Study the characteristics that make us similar or different from one another

Educational

- Conduct research and develop theories about teaching and learning

Social

- Study how people influence one another

Industrial/Organizational

- Study factors that affect efficiency and productivity in the workplace (leadership, stress, pay scale)

Quantitative

- Develop and use statistical tools to analyze research data

Sports

- Attempt to help athletes perform at their peak...using techniques such as visualization, relaxation training, reduce anxiety, focus attention, motivation and emotion

Forensic

- Work in legal setting...help with jury selection, evaluate defendants mental competency

Environmental

- Study the effects of physical environment on behavior, work architects and interior designers on things like schools, shopping mall, prisons, dorms, auditoriums, hospitals...