STRUCTURALISM:
Wilhelm Wundt and Edward Titchener

Wilhelm Wundt (1832-1920):
• Established first Psychology Lab in Germany.
• Defined psychology as the science of human mind and consciousness.
• Used the method of objective introspection to identify the basic mental elements.

Edward Titchener (1867-1927):
• Transferred Wundt’s ideas to America.
FUNCTIONALISM

William James

William James (1842-1910):

• Published “Principles of Psychology” in 1890. The book covers a wide range of topics, opening up the field of psychology.

• Opposed Wundt’s elemental approach, believed that “consciousness is a constant flow”.

• Believed that psychology should focus on the usefulness (or functions) of mental (learning and perceptual) abilities -- functionalism.
BEHAVIORISM: John B. Watson

John B. Watson (1878-1958):

- Argued strongly against structuralism and contended that psychology should focus only on measurable and observable behavior -- behaviorism.
- Defined psychology as the science of behavior.
- The task of psychologists is to establish the laws of behavior: $S$ (stimulus) $\rightarrow$ $R$ (response).
- Believed in the dominant influence of learning and environment as opposed and heredity.
B. F. Skinner (1904-1990):

- A strong believer of behaviorism.
- Contributed enormously in the area of operant conditioning - learning by the consequences of behavior.
- Emphasized the roles of reinforcement and punishment in shaping and modifying behavior.
Sigmund Freud (1856-1939)

- Founder of Psychoanalysis - a personality theory and an approach to psychotherapy.
- Stressed the importance of unconscious motives.
- Emphasized the roles of early childhood experience (psychosexual stages).
Max Wertheimer (1880-1943)

• Focused on perception and how perception influences thinking and problem solving.

• “Gestalt” means whole, configuration, pattern, and Gestalt psychologists illustrated how we tend to perceive separate pieces of information as integrated wholes.

• Opposed Wundt’s approach in searching for basic mental elements, because “the whole is more than the sum of its parts”.

Max Wertheimer (1880-1943)
Carl Rogers (1902-1987):

- Founder of client-centered or person-centered therapy.
- Believed that human nature is innately good.
- Emphasized the uniqueness of human, growth potential, and human’s capacity for choice and health.
- Emphasized the importance of each person’s subjective experience and perception of the world.
A. Maslow (1908-1970):

- Proposed a hierarchy of human needs, from the lowest level of physiological needs to the highest level of self-actualization need.
- Studied individuals who exemplified self-actualization - who used their talents and abilities to their fullest.
- Believed each person’s potential in self-actualization.
“Computer Revolution” advanced psychology in the study of thinking, mental processes, and problem solving. Cognitive psychologists apply information-processing approach to the study of human cognition. Cognitive psychologists believe that computer can serve as a useful model for understanding how human processes information.
# History of Psychology

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Psychology - Dr. Hsu