



IQRA NATIONAL UNIVERSITY



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DEPARTMENT: BUSINESS ADMINISTRATION

SUBJECT: INTRODUCTION TO PSYCHOLOGY

SUMMITTED TO: MAAM SAMEEN SHAH

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Introduction to Psychology

Mid-term Assignment

Instructions: Attempt all questions in Microsoft Office document. Format your document with 12 size Font and Times New Roman. Make sure you do not copy material directly from the internet or other materials. This is an open source assignment and you can take help from any material available to you. However, it is important to apply your own knowledge and understanding of the concepts. Copied answers will not be marked. Assignments will be checked for plagiarism as well. Only original content will be marked.

Q1: Why do you think it is important to understand the basics of human Psychology for a business student? In what ways do you think the knowledge of Psychology can be applied to businesses?

Answer 1st: Psychology is fundamentally important in the business world for many reasons, but most of all, psychology is important simply because businesses are made of people, and psychology is the key to understanding people. Within an organization, psychology helps with Human Resources issues such as deciding who would be the best fit for a position or team, the best ways to resolve interpersonal conflict, and how best to motivate or improve work ethic. A solid understanding of psychology can seriously improve a company's inner workings.

Outside the company, businesses utilize psychology in order to create more effective marketing and encourage sales. By using psychology, they can understand consumer trends and gain an understanding of tendencies that will improve their sales numbers to generate revenue. This is the entire concept behind modern supermarkets—psychology and human tendencies are leveraged to create more selling opportunities.

The science of psychology is redefining what makes a successful workplace and helping to shape the technology that makes our lives easier.

Psychology is critical to the workplace. It helps managers at all levels of organizations select, support, motivate and train employees. It also helps businesses design products, build better workspaces and foster healthy behavior.

Through their scientific research, psychologists are discovering new ways to increase productivity, identify training and development needs, and implement policies proven to attract and retain the best employees. By studying how people interact with technology and equipment, psychologists can help make these tools more user-friendly and prevent errors, whether we are using everyday products or life-critical technologies.

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Q2: Highlight differences between the following:

a. Behavioral Perspective of Psychology and Biological Perspective of Psychology

Answer 2nd “A”:

Behaviorism is the theoretical perspective in which learning and behavior are described and explained in terms of stimulus-response relationships. The key assumptions of behaviorism are:

The environment influences behavior. Behaviorists believe that people's behaviors are a result of their interaction with the environment. Specifically, people become conditioned, or molded, to respond in certain ways based on responses like feedback, praise and rewards.

Learning is described through stimuli and responses. Behaviorists focus on observable events rather than events that occur inside a person's head, such as thoughts, feelings and beliefs.

Learning must involve a behavioral change. Theorists believe that learning has not occurred unless there is an observable change in behavior.

Learning must result when stimulus and response occur close together in time. Learners must associate their response with a stimulus. In order for that to occur, the two must happen in conjunction with each other, or, in other words, be contiguous.

Animals and humans learn in similar ways. Behaviorists, unlike many other theorists, performed their experiments using animals because they believed the study of animals could explain human learning behavior.

Behaviorism, also known as behavioral psychology, is a theory of learning based on the idea that all behaviors are acquired through conditioning. Conditioning occurs through interaction with the environment. Behaviorists believe that our responses to environmental stimuli shape our actions.

Biological Perspective of psychology: The biological perspective is a way of looking at psychological issues by studying the physical basis for animal and human behavior. It is one of the major perspectives in psychology and involves such things as studying the brain, immune system, nervous system, and genetics.

This field of psychology is often referred to as biopsychology or physiological psychology. This branch of psychology has grown tremendously in recent years and is linked to other areas of science including biology, neurology, and genetics. The biological perspective is essentially a way of looking at human problems and actions.

The study of physiology and biological processes has played a significant role in psychology since its earliest beginnings. Charles Darwin first introduced the idea that evolution and genetics play a role in human behavior.

b. Evolutionary Perspective of Psychology and Developmental Perspective of Psychology

Answer 2nd “B”:

Evolutionary psychology is a theoretical approach to psychology that attempts to explain useful mental and psychological traits—such as memory, perception, or language—as adaptations, i.e., as the functional products of natural selection.

The purpose of this approach is to bring the functional way of thinking about biological mechanisms such as the immune system into the field of psychology, and to approach psychological mechanisms in a similar way.

In short, evolutionary psychology is focused on how evolution has shaped the mind and behavior.

Though applicable to any organism with a nervous system, most research in evolutionary psychology focuses on humans.

Evolutionary Psychology proposes that the human brain comprises many functional mechanisms, called psychological adaptations or evolved cognitive mechanisms designed by the process of natural selection.

Developmental psychology is a scientific approach which aims to explain growth, change and consistency through the lifespan. Developmental psychology looks at how thinking, feeling, and behavior change throughout a person's life.

A significant proportion of theories within this discipline focus upon development during childhood, as this is the period during an individual's lifespan when the most change occurs.

Developmental psychologists study a wide range of theoretical areas, such as biological, social, emotion, and cognitive processes. Empirical research in this area tends to be dominated by psychologists from Western cultures such as North American and Europe, although during the 1980s Japanese researchers began making a valid contribution to the field.

The three goals of developmental psychology are to describe, explain, and to optimize development (Baltes, Reese, & Lipsett, 1980). To describe development, it is necessary to focus both on typical patterns of change (normative development) and individual variations in patterns of change (i.e. idiographic development). Although there are typical pathways of development that most people will follow, no two persons are exactly alike.

Developmental psychologists must also seek to explain the changes they have observed in relation to normative processes and individual differences. Although, it is often easier to describe development than to explain how it occurs.

Finally, developmental psychologists hope to optimize development, and apply their theories to help people in practical situations (e.g. help parents develop secure attachments with their children).

Q3 A: How is Psychology a scientific discipline. Explain.

Answer 3rd “A”: The scientific study of human psychology is between 100 and 150 years old, but has spawned numerous sub disciplines and was critical in the creation of interdisciplinary areas of inquiry, such as cognitive science and cognitive neuroscience. Psychology and the psychological research has become a fixture in people’s mindset, from making decisions at governmental or business level to understanding the best approaches to education and gaining life satisfaction.

Psychology is a unique discipline in that its topic of inquiry is the individual and its interactions with the internal and external environment. Each psychological sub discipline has developed a specific language and methodology for conducting research. These methods are reflective of what is constituted a valid dependent measure to address the theoretical construct under investigation.

- How did the method or methods evolve over time?
- Is there such a thing as the scientific method in psychology or is it better described as a toolbox with different methods?

The genesis and evolution of psychology in different cultures and in particular with the backdrop of any pre-existing philosophical climate.

Western philosophy and the way the mind-body problem was presented and discussed paved the way for a particular perspective to the investigation of psychology. Given the fundamental differences among global philosophies and religious belief systems, the emergence and evolution of psychology as a scientific discipline will have had its own idiosyncratic trajectory depending on the geographical region or dominating views on the psyche. How is the study of psychology influenced by geographical region, both in the past and current? What was the impact of cross-region communication or travel of key defining moments in the local history of psychology?

The perceived dichotomy between qualitative and quantitative methodologies.

Early on in the genesis of Western psychology, introspection was seen as the only method to directly observe psychological processes. Yet, undergraduates are regularly taught that introspection is a nonscientific method, as it is subjective and not independently verifiable. As qualitative interpretative analyses typically deal with data on subjective experiences, the qualitative analytic approach is labelled as nonscientific by some in favor of the indirect quantitative method of neural recordings. Where did this dichotomy come from and is this a global phenomenon or merely a Western mindset? How did the early work on introspections evolve in more sophisticated qualitative methods we know today?

Philosophy of Psychological Science.

Many philosophers of science use examples from physics, chemistry and biology to construct their argument. This includes the famous correspondence principle which is firmly articulated around theories from physics. How is Psychological Science influenced by social aspects of the science, both through collaboration and opposition? Is the evolution of psychological theory comparable to theoretical evolutions in domains such as physics and chemistry? Is there truly a single discipline that can be called Psychological Science?

Apart from these higher level areas, we are also interested in the contributions entitled “The history and philosophy of X”, “The history of the scientific study of Y”, where X is a particular psychological sub discipline (e.g., mathematical psychology) and Y a certain research area (e.g., human memory, emotion).

Finally, researchers may be aware of some interesting trivia about why a certain country is strong in a particular area or what the reason is that topic Z is only researched in this particular way. These trivia do not lend themselves for a full article. However, we are happy to collate these (acknowledging the contributor) and add them to the Research Topic.

B: What is the significance of using a control group in experiments? Elaborate using an example.

Answer 3rd “B”: The control group is composed of participants who do not receive the experimental treatment. When conducting an experiment, these people are randomly assigned to be in this group. They also closely resemble the participants who are in the experimental group or the individuals who receive the treatment.

While they do not receive the treatment, they do play a vital role in the research process. Experimenters compare the experimental group to the control group to determine if the treatment had an effect. By serving as a comparison group, researchers are able to isolate the independent variable and look at the impact it had.

Imagine that a researcher is interested in determining how distractions during an exam influence test results. The researcher might begin by operationally defining what they mean by distractions as well as forming a hypothesis.

In this case, he might define distractions as changes in room temperature and noise levels. His hypothesis might be that students in a slightly warmer and noisier room will perform more poorly than students in a room that is normal in terms of both temperature and noise.