

PSYCHOLOGY

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WHAT IS PSYCHOLOGY?

Psychology is the scientific study of the mind and behavior.

Психология

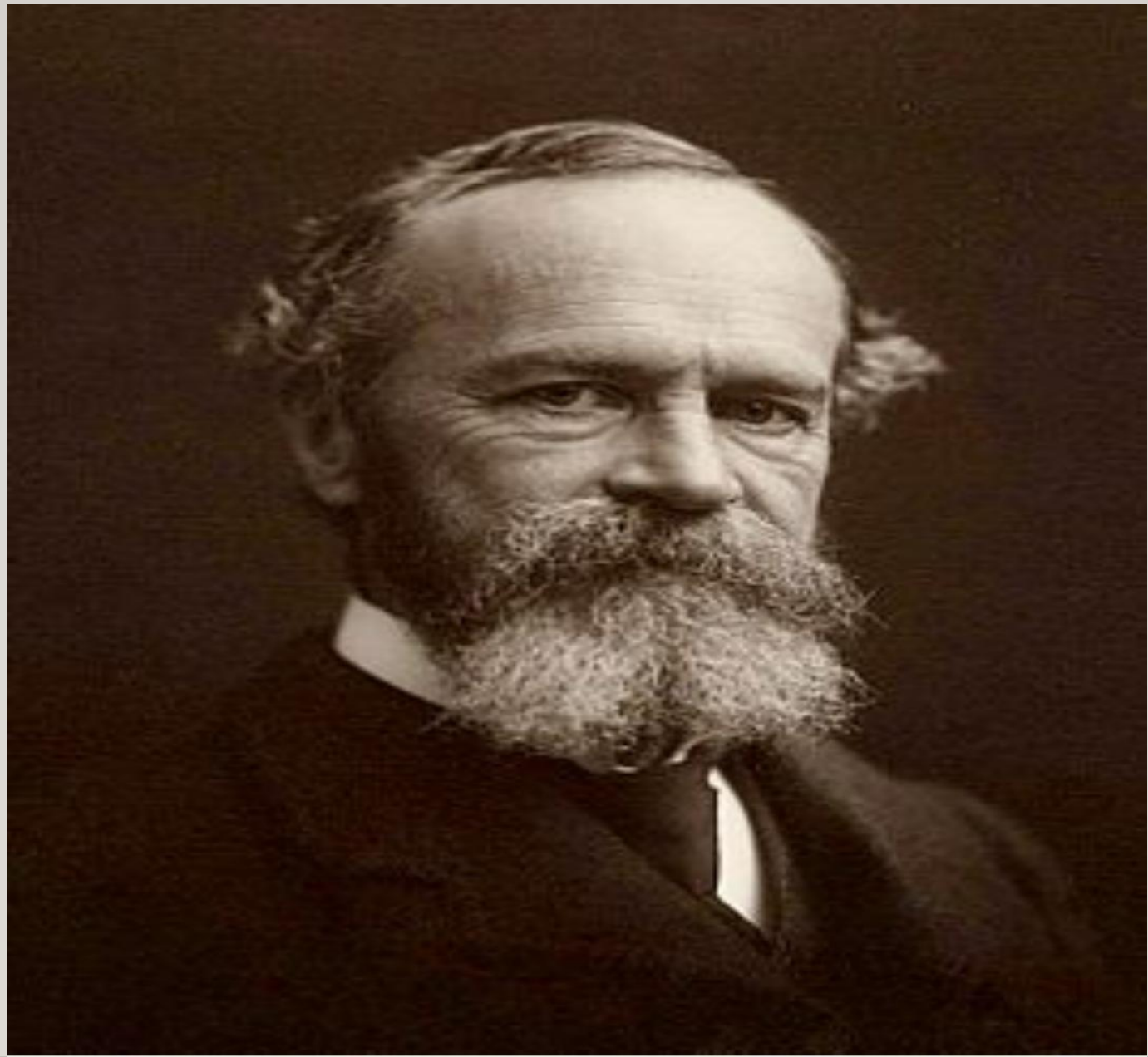


PASHALOGY

- Psychology is really a very new science, with most advances happening over the past 150 years or so. However, its origins can be traced back to ancient Greece, 400 – 500 years BC.

ЗАГОЛОВКИ ЭТО КРУТО

- In the early days of psychology there were two dominant theoretical perspectives. An American psychologist named William James (1842-1910) developed an approach which came to be known as functionalism. He argued that the mind is constantly changing and it is pointless to look for the building blocks of experience.



IVAN PAVLOV

- Ivan Pavlov 1849–1936
- The man behind Pavlovian conditioning was educated in natural sciences in St Petersburg, [Russia](#). His primary interest was physiology and it was while researching the digestive system in dogs that he made his most famous discovery – he noted that dogs would salivate before the delivery of food. Pavlov rang a bell when feeding the dogs which they soon learnt to associate with food. After some time the dogs salivated in response to the bell alone. Pavlovian conditioning has a number of real-life applications including in the treatment of phobias and for aversion therapy.



