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Psychology

Books

For BA, B.ED, and other Programs

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INTRODUCTION TO PSYCHOLOGY

Introduction

People begin their study of psychology without a clear definition or understanding of the subject. They may have images of a mental hospital where psychologists live with abnormal people, or they may assume that it deals only with abnormal emotional disturbances. These, however, are only small parts of the study of psychology. Psychology provides tools to help us gain insight into our own behaviour, as well as our relationships with others.

As you begin your study of psychology, you will find that it is different from any of your other classes. This is because psychology is connected to both the social sciences, such as history or economics, and the natural sciences, such as biology and chemistry. As a social science, psychology explores the influences of society on individual behaviour and group relationships. As a natural science, psychology looks for biological explanations for human behaviour.

Old Definitions of Psychology

- The word, 'Psychology' is derived from two Greek words, 'Psyche' and 'Logos'. Psyche means 'soul' and 'Logos' means 'science'. Thus psychology was first defined as the 'science of soul'. According to earlier psychologists, the function of psychology was to study the nature, origin and destiny of the human soul. But soul is something metaphysical. It cannot be seen, observed and touched and we cannot make scientific experiments on soul.
- In the 18th century, psychology was understood as the 'Science of Mind'. William James (1892) defined psychology as the science of mental processes. But the word 'minds' is also quite a bit of a problem. This method of treatment

- Modern psychologists defined psychology as the "Science of Consciousness". James Sully (1884) defined psychology as the "Science of the Inner World".
- Wilhelm Wundt (1892) defined psychology as the science which studies the "internal experiences". But there are three levels of consciousness – conscious, subconscious and the unconscious and so this definition also was not accepted by some. (Thus psychology first lost its soul, then its mind and then its consciousness).
- At present only its behaviour exists. William McDougall (1905) defined psychology as the "Science of Behaviour", W.B. Pillsbury (1911) and J.B. Watson (1912) also defined psychology as the science of behaviour. Behaviour generally means overt activities which can observe and measured scientifically. But one's behaviour is always influenced by his experiences. So when we study one's behaviour we must also study his experiences.
- Psychology should, therefore, be defined as a "science of behaviour and experiences www.24hpdf.com beings" (B.F. Skinner) According to Crow and Crow, "Psychology is the study of human behaviour and human relationship".

Definition of Psychology (Actual and Current)

We start psychology with the modern definition of psychology:

"Psychology is the scientific study of behaviour and mental processes"

Such study can involve both animal and human behaviours. When applied to humans, psychology covers everything that people think, feel, and do.

Psychologists differ in how much importance they place on specific types of behaviour. For example, some psychologists believe that you should study only behaviour that you can see, observe, or measure directly. Ali's behaviour of logging on and remaining on the Internet for hours at a time is an observable behaviour.

Some psychologists believe that our thoughts, feelings, and fantasies are also important, even though these processes are not directly observable. Ali may log on because he feels intimidated by others or by

schoolwork, but psychologists cannot directly observe that these are reasons that Ali is engaging in this behaviour.

Psychology as a Science

"Scientific method is a systematic and organized series of steps that scientists adopt for exploring any phenomenon in order to obtain accurate and consistent results. These steps involve observation, description, control, and replication".

- Certainly the scientific method has been used with great success in psychology.
- Experimental psychologists have demonstrated lawful relationships between classes of environmental events (stimuli) and classes of behaviour, and they have devised fruitful theories to account for those relationships. The theories of Hull and Tolman are examples, and there are many others.
- Other psychologists work hand-in-hand with chemists and neurologists who are attempting to determine the biochemical correlates of memory and other cognitive processes.
- Psychologists are also working with evolutionary biologists and geneticists in an effort to understand evolutionary origins of human social behaviour.
- We can say that scientifically oriented psychologists have provided a great deal of useful information in every major area of psychology for example, learning, perception, memory, personality, intelligence, motivation, and psychotherapy.

A BRIEF HISTORY OF PSYCHOLOGY

The Origins of Psychology

Psychology has come a long way since the days of studying bumps on skulls.

- Hippocrates (460-377 B.C.): One of the more important advances in Greek philosophy and science was the separation of the practice of medicine from religion. Hippocrates was a physician, who not only raised the standard of medical investigation but also developed the code of ethics for the physicians. He, like Alcamaeon stressed upon

the significance of the brain in psychological processes, and he approached the problems of medicine systematically.

- Plato (427-347 B.C.): He was the first person in history to produce a great all-embracing system of philosophy. He not only developed the theory of knowledge, theory of conduct, and a theory of state, but also the theory of universe. According to Plato, the soul has three parts or components, which he calls reason, spirit, and appetite. He discovered that there are three different kinds of activity going on in a person. First, an awareness of the goal or a value and this is the act of reason. Secondly, there is a drive towards action, the spirit, which is neutral at first but responds to the direction of reason. Last, there is the desire for the things of the body, the appetites. The body itself is inanimate, and therefore, when it acts or moves, it must be moved by the principle of life, the soul. In the body the soul experiences sensation, desire, pleasure, and pain as well as fear and anger. There is love, too, that can satisfy some taste to love of the truth or beauty that is pure and eternal.
- Aristotle (384-322 B.C.): www.24hpdf.com He was not only a philosopher in the modern sense but he was a man of universal learning. There was no branch of knowledge, which did not receive his attention except, mathematics. It is to him that we owe the first systematic treatment of psychology. His method was two-fold, both inductive and deductive.
- Socrates (469- 399): He believed in the care of the soul to be man's most important task. For him, soul was the essential man. For him, soul was not any faculty, nor was it any special kind of substance, but rather the capacity for intelligence and character. It was man's conscious personality. The activity of soul is to know and to direct a person's daily conduct. The man's greatest concern should be the proper care of his soul so as to make the soul as good as possible.

Era of 500 and 600 B.C

The Greeks began to study human behaviour and decided that people's lives were dominated not so much by the gods as by their own minds: people were rational.

These early philosophers attempted to interpret the world they observed around them in terms of human perceptions—objects were hot or cold, wet or dry, hard or soft—and these qualities influenced people's experience of them. Although the Greek philosophers did not rely on

systematic study, they did set the stage for the development of the sciences, including psychology, through their reliance on observation as a means of knowing their world.

Muslim Philosophers of this Era

- **Imam-Raazi (850-925 AD):** A person maintains sentimental attachment with the physical/material object and when he has to part away from the object he becomes frustrated and a mental patient due to the sentimental attachment with the mortal things. He keeps on increasing his attachment with these things until it become more important than "necessary. He believed that person should love others through God. These physical things are granted by God and He takes them back whenever He wants
- **Al-Faraabi (870-950 AD):** Philosopher and poet. According to him, Man is composed of two elements; body and soul. He believed in dualistic nature of Man. He was of the view that there exists no relationship between body and soul
- **Ibn-E- Muskavia (930-1030 AD):** He said that "Man is a compound of body and soul". According to him 'Rooh' is the main factor that controls our actions and maintains them. If 'soul' rules over the body then person remains mentally healthy but if body rules over the soul then the person becomes mentally ill
- **Ibn-e-Sina/Avicenna (980-1037 AD):** A physician, scientist and a philosopher. He considered as the great physicians of 'Middle Ages'. He gave importance to the 'sentiments' of the individual. He said, "When man is away from God's love, he is also away from man's love". He gave the systematic account of kinds of mind and its faculties
- **Imam-Ghazali (1058-1111 AD):** Believed that 'self' which is called 'Qalb' is the essence of Man. It is the spiritual entity residing in the human body which controls the organic and physical functions of an individual. According to him 'Self' is the centre of personality from which all the psychological phenomena originate. He classified the behavioural mal-adjustments into the bodily and spiritual disorders. According to him there are SIX powers of "Self": Anger, Impulse, Apprehension, Intellect, Appetite and Will. Anger is the 'beastly power' and 'intellect' is the 'Divine power'. His method of treatment

is called "contradictory treatment" i.e., illiteracy is treated with literacy.

Mid-1500S Era

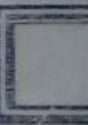
Nicolaus Copernicus (1473–1543) published the idea that Earth was not the centre of the universe, as was previously thought, but revolved around the sun. Later, Galileo Galilei (1564–1642) used a telescope to confirm predictions about star position and movement based on Copernicus's work. The individuals of the Renaissance were beginning to refine the modern concept of experimentation through observation.

The Period of 17th -Century

Rapid developments: The 17th century was a century in which modern concepts and development were taking place in many fields like Physiology, Astronomy, Physics etc, and displaced the old concepts of Aristotle, Plato etc. These developments brought about changes in the philosophical approach towards the understanding of human nature as well.

- Rene Descartes (1596-1650 AD): His most important work was his attempt to resolve the mind- body problem, an issue that had been controversial for centuries. He saw human body as a piece of machinery; intricate and complicated. He believed that body is a machine whose operation can be adequately explained by the mechanical laws of the movement of objects in space. He recognized no difference between the hydraulically operated figures and the body, and he explained every aspect of physical functioning (digestion, circulation, sensation, motion and so on) in mechanical terms.
- Mind-Body "Interactive Dualism": mind and body are separate entities influencing each other. However, he argued that the mind can exert a greater influence on body than was previously thought. He claimed that the heart was filled with a kind of innate heat. In his book "On Man" he went on describing how the pineal gland is moved and shaken by incoming animal spirits. He also added that the animal spirits are carried down the nerves to muscles; as spirits run into the muscles, they are inflated, thus causing contraction of the body region. According to him, messages are transferred to the brain via the animal spirits in the nerves, where the pineal gland pushes them into those pores leading most directly to the nerves controlling the movements of the organs

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- Franz Joseph Gall (1758-1828 AD): He is known for his work in phrenology. He postulated the idea that particular psychic functions are represented by particular areas of the brain. Intelligence, moral character and other personality characteristics can be discerned by the shape of, and the number of bumps on, a person's skull.
- John Locke (1632-1704 AD): Locke's major contribution to psychology was an essay concerning human understanding, which appeared in 1690 and was the culmination of some 20 years of study and thought; it was later considered as the formal beginning of English/British Empiricism. Locke, first denied the existence of innate ideas, arguing that humans are not equipped at birth with any knowledge. He admitted that certain ideas may seem to adults to be innate (such as the idea of God) because adults have been constantly taught the ideas since childhood and cannot remember any time when they were unaware of them. So, he explained the innate ideas in terms of habit and learning. He gave the concept of "Tabula Rasa"; People are born in this world with empty minds i.e. "Tabula Rasa" or a blank slate. The ideas and memories are imprinted on our minds as a result of experience.

SCHOOL OF THOUGHTS

Structuralism

Structuralism is Wundt's approach, which focuses on uncovering the fundamental mental components of consciousness, thinking, and other kinds of mental states and activities. When Wundt set up his laboratory in 1879, his aim was to study the building blocks of the mind. He considered psychology to be the study of conscious experience.

To determine how basic sensory processes shape our understanding of the world, Wundt and other structuralists used a procedure called introspection.

Introspection: A procedure used to study the structure of the mind in which subjects are asked to describe in detail what they are experiencing when they are exposed to a stimulus. Wundt argued that by analysing people's reports, psychologists could come to a better understanding of the structure of the mind.

Over time, psychologists challenged Wundt's approach. They became increasingly dissatisfied with the assumption that introspection could reveal the structure of the mind. Introspection was not a truly scientific technique, because there were few ways an outside observer could confirm the accuracy of others' introspections. Moreover, people had difficulty describing some kinds of inner experiences, such as emotional responses.

Edward B. Titchener: He was an American psychologist. He was solely concerned with studying the brain, and the unconscious, and for this he believed, we should break it down into basic elements. After that, we can construct the separate elements into a whole and understand what it does. He believed that we can study perception, emotions and ideas through introspection, by reducing them to their elementary parts.

According to him, there are four elements in the sensation of taste: sweet, sour, salty and bitter. He said that Ideas and images are related and ideas were always accompanied by images

Functionalism

Functionalism is an early approach to psychology that concentrated on what the mind does—the functions of mental activity—and the role of behaviour in allowing people to adapt to their environments.

Functionalists, whose perspective became prominent in the early 1900s, asked what role behaviour play in allowing people to adapt to their environments. For example, a functionalist might examine the function of the emotion of fear in preparing us to deal with emergency situations.

Led by the American psychologist William James, the functionalists examined how behaviour allows people to satisfy their needs and how our "stream of consciousness" permits us to adapt to our environment. The American educator John Dewey drew on functionalism to develop the field of school psychology, proposing ways to best meet students' educational needs.

William James: James wrote about the stream of consciousness, emotions, the self, habit formation, mind-body link and much more. He was also interested in will, values, religious and mystical experiences. James said: "We should study consciousness but should not reduce it into elements, content and structure". Acts and functions of mental processes need to be focused upon, rather than contents of the mind. Consciousness was an on-going stream, and was in continual interaction with the

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John Dewey

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environment. Careful observation is important; Wundt's rigorous laboratory methods are of little value. James believed that each individual has a uniqueness that could not be reduced to formulas or numbers

John Dewey: He was a Famous American educator. He was one of the key founders of "Functionalism". He said that Stimulus- Response phenomenon is not an automatic behaviour, the goal of the person performing it has the main role in it; the stimulus and the response determine each other. Dewey developed the field of 'School Psychology' and recommended ways for meeting student's needs. He said that Teachers are strongly influenced by their psychological assumptions about children and the educational process

Gestalt psychology

It is an approach to psychology that focuses on the organization of perception and thinking in a "whole" sense rather than on the individual elements of perception.

Gestalt psychology emphasizes how perception is organized. Instead of considering the individual parts that make up thinking, gestalt psychologists took the opposite tack, studying how people consider individual elements together as units or wholes. Led by German scientists such as Hermann Ebbinghaus and Max Wertheimer, gestalt psychologists proposed that "The whole is different from the sum of its parts," meaning that our perception, or understanding, of objects is greater and more meaningful than the individual elements that make up our perceptions. Gestalt psychologists have made substantial contributions to our understanding of perception.

- This school developed as a reaction to structuralism in the early 1900s
- In contrast to the structuralist's approach of breaking down conscious experience into elements, or focusing upon the structure, the Gestalt school emphasized the significance of studying any phenomenon in its overall form.
- The word gestalt means "Configuration"
- The main concept that the Gestaltists posed was that the "WHOLE" is more than the sum of its parts, and it is different from it too.
- They concentrated on how people consider individual elements together as units or wholes

• The concept of Gestalt applies to everything, objects, ideas, thinking

Three German psychologists Max Wertheimer, Kurt Koffka and Wolfgang Kohler were regarded as the founders of Gestalt school as each one of them had done significant work in his respective field.

Max Wertheimer: The founder of Gestalt psychology, born in Prague in 1880: Studying at the University of Frankfurt he became aware of a form of apparent motion that was called "Phi phenomenon".

Phi phenomenon: When two lights are in close proximity to each other, flashing alternately they appear to be one light moving back and forth; therefore the whole was different from the separate parts; movement perceived whereas it never occurred

Kurt Koffka: He wrote the famous "Principles of Gestalt Psychology" (1935). He talked about geographical versus behavioural environment: people's behaviour is determined by how they perceive the environment rather than by the nature of the environment.

Wolfgang Kohler: He gave "insight" and "transposition", as a result of his observations of a caged chimpanzee and experiments with chickens. Kohler also talked about Isomorphism; changes in the brain structure yield changes in experiences

- Insight = spontaneous restructuring of the situation
- Transposition = generalization of knowledge from one situation to another

CONTEMPORARY APPROACHES/ MODELS OF PSYCHOLOGY

The early roots of psychology are complex and varied, and consequently it is not surprising that the field is so diverse in nature today. Today, one can see that different approaches or models prevail. All of these models describe, explain, understand, and predict behaviour and mental processes from a different perspective. These are not entirely contradictory in nature, but are different in terms of their emphasis and focal point. There is no single model that can be called right or wrong. In fact most modern psychologists believe in different ideas from different theories, at the same time.

Cognitive Model focuses on how people think, understand, and know about the world. Efforts to understand behaviour lead some

Cognitive Model

phenomena such as prejudice and aggression. kinds of psychological disorders but also to understand everyday perspective has provided a means not only to understand and treat some have been roundly criticized, the contemporary psychodynamic related fields as well. Although some of the original Freudian principles revolutionary effect on 20th-century thinking, not just in psychology but in whose ideas about unconscious determinants of behaviour had a Sigmund Freud. Freud was a Viennese physician in the early 1900s

The origins of the psychodynamic view are linked to one person:

of unconscious psychic activity. indications of what a person is truly feeling within a see things could run awareness or control. They view dreams and slips of the tongue as motivated by inner forces and conflicts about which we have little Proponents of the psychodynamic perspective argue that behaviour is unconscious inner forces over which the individual has little control. The approach based on the view that behaviour is motivated by

Psychodynamic Model

individuals survive long enough to breed would sustain, and be passed on concept of "Survival of the Fittest"; only those variations which helped the but could in turn be passed on to the future generations. He gave the Darwin, variations among individuals of a species would occur by chance, Author of the revolutionary "The Origin of Species" (1859). According to Charles Darwin: (1809-1882 AD): He was a British scientist. He is

biological components. of behaviours such as emotional responses e.g. anxiety, as having critical Psychologists using the biological model view even more complex kinds hopes and fears, what behaviours are due to instincts, and so on. ancestors influences behaviour, how the functioning of the body affects how the inheritance of certain characteristics from parents and other endocrine glands etc. How the individual nerve cells are joined together, biological functioning: the role of brain, genes, neurotransmitters and

Biological Model

The psychological model views behaviour from the perspective of

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psychologists straight into the mind. Evolving in part from structuralism and in part as a reaction to behaviourism, which focus so heavily on observable behaviour and the environment is cognitive perspective. The emphasis is on learning how people comprehend and represent the outside world within themselves and how our ways of thinking about the world influence our behaviour.

Many psychologists who adhere to the cognitive perspective compare human thinking to the workings of a computer, which takes in information and transforms, stores, and retrieves it. In their view, thinking is information processing.

Psychologists who rely on the cognitive perspective ask questions on subjects ranging from how people make decisions to whether a person can watch television and study at the same time. The common elements that link cognitive approaches are an emphasis on how people understand and think about the world and an interest in describing the patterns and irregularities in the operation of our minds.

Main Emphasis: For a proper understanding of behaviour, the cognitive approach emphasizes the role of mediating processes in human behaviour, i.e., the processes that lie between the Environmental stimuli and the behavioural response

- Focused on how we 'remember', how information processing takes place, how decision making appraisals are done
- Unlike the behaviouristic approach, this theory gives same importance to both the internal state of the person as well as the environmental events
- Internal events are referred as "Mediators" or "Meditational Processes"

Behavioural Model

The approach that suggests that observable, measurable behaviour should be the focus of study.

The behavioural perspective grew out of a rejection of psychology's early emphasis on the inner workings of the mind. Instead, behaviourists suggested that the field should focus on observable behaviour that can be measured objectively.

John B. Watson: was the first major American psychologist to advocate a behavioural approach. Working in the 1920s, Watson was adamant in his view that one could gain a complete understanding of behaviour by studying and modifying the environment in which people operate.

In fact, Watson believed rather optimistically that it was possible to elicit any desired type of behaviour by controlling a person's environment. This philosophy is clear in his own words: "Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select—doctor, lawyer, artist, merchant-chief, and yes, even beggar-man and thief, regardless of his talents, penchants, tendencies, abilities, vocations and race of his ancestors" (Watson, 1924).

The behavioural perspective was championed by B. F. Skinner, a pioneer in the field. Much of our understanding of how people learn new behaviours is based on the behavioural perspective. Along with its influence in the area of learning processes, this perspective has made contributions in such diverse areas as treating mental disorders, curbing aggression, resolving sexual problems, and ending drug addiction.

Humanistic Model

Humanistic approach suggests that all individuals naturally strive to grow, develop, and be in control of their lives and behaviour. Humanistic psychologists maintain that each of us has the capacity to seek and reach fulfillment.

Carl Rogers and Abraham Maslow: was the central figures in the development of the humanistic perspective. They described that People strive to reach their full potential if they are given the opportunity.

The emphasis of the humanistic perspective is on free will, the ability to freely make decisions about one's own behaviour and life. The notion of free will stands in contrast to determinism, which sees behaviour as caused, or determined, by things beyond a person's control.

The humanistic perspective assumes that people have the ability to make their own choices about their behaviour rather than relying on societal standards. More than any other approach, it stresses the role of psychology in enriching people's lives and helping them achieve self-fulfillment. By reminding psychologists of their commitment to the individual person in society, the humanistic perspective has been an important influence (Dillon, 2008; Robbins, 2008).

Abraham Maslow also described his theory of motivation (Hierarchy of Needs), which describes the level of needs of human life. He also described that how a person gets self actualization state.

BRANCHES OF PSYCHOLOGY

- **Clinical psychology:** Clinical psychology deals with the study, diagnosis, and treatment of psychological disorders. Clinical psychologists are trained to diagnose and treat problems that range from the crises of everyday life, such as unhappiness over the breakup of a relationship, to more extreme conditions, such as profound, lingering depression. Some clinical psychologists also research and investigate issues that vary from identifying the early signs of psychological disturbance to studying the relationship between family communication patterns and psychological disorders.
- **Cognitive psychology:** Cognitive psychology focuses on higher mental processes, including thinking, memory, reasoning, problem solving, judging, www.24hpdf.com, and language. For example, a cognitive psychologist might be interested in what the survivors of the downed flight remembered about their experience.
- **Educational psychology:** Educational psychology is concerned with teaching and learning processes, such as the relationship between motivation and school performance.
- **Environmental psychology:** Environmental psychology considers the relationship between people and their physical environment.
- **Counselling psychology:** Counselling psychology focuses primarily on educational, social, and career adjustment problems. Almost every college has a centre staffed with counselling psychologists. This is where students can get advice on the kinds of jobs they might be best suited for, on methods of studying effectively, and on strategies for resolving everyday difficulties, such as problems with roommates and concerns about a specific professor's grading practices. Many large business organizations also employ counselling psychologists to help employees with work-related problems.
- **Cross-cultural psychology:** Cross-cultural psychology investigates the similarities and differences in psychological functioning in and

across various cultures and ethnic groups. For example, cross-cultural psychologists examine how cultures differ in their use of punishment during child rearing.

- **Developmental psychology:** It examines how people grow and change from the moment of conception through death.
- **Forensic psychology:** It focuses on legal issues, such as determining the accuracy of witness memories.
- **Experimental psychology:** It studies the processes of sensing, perceiving, learning, and thinking about the world.
- **Health psychology:** Health psychology explores the relationship between psychological factors and physical ailments or disease. For example, health psychologists are interested in assessing how long-term stress (a psychological factor) can affect physical health and in identifying ways to promote behaviour that brings about good health.
- **Industrial/organizational:** I/O psychology is concerned with the psychology of the workplace.
- **Personality psychology:** It focuses on the consistency in people's behaviour over time and the traits that differentiate one from another.
- **Psychology of women:** It focuses on issues such as discrimination against women and the causes of violence against women.
- **School psychology:** It is devoted to counselling children in elementary and secondary schools who have academic or emotional problems.
- **Social psychology:** Social psychology is the study of how people's thoughts, feelings, and actions are affected by others. Social psychologists concentrate on such diverse topics as human aggression, liking and loving, persuasion, and conformity.
- **Sport psychology:** Sport psychology applies psychology to athletic activity and exercise.

CAREERS AND SPECIALIZATION IN PSYCHOLOGY

Difference between Psychologist and Psychiatrist

- **Psychologists:** are people who have been trained to observe, analyze and evaluate behaviour. They usually have a doctorate degree in psychology. There are many different fields of psychology. The principal ones are described in this section.
- **Psychiatrist:** is a medical doctor who can prescribe medication or operate on patients. Sometimes a psychiatrist works with a psychologist in testing, evaluating, and treating patients. Psychiatry is a specialty of medicine. After a student completes medical school, he or she continues training in psychiatric medicine and learns to treat people with disturbed behaviour.

As the field of psychology expanded, it divided into a number of subfields. Clinical and counselling psychologies are the most popular.

Types of Psychologists

- **Clinical Psychologists:** Clinical psychologist deals with diagnosis, assessment and treatment of psychological problem. They work mainly in private offices, mental hospitals, prisons, and clinics. Some specialize in giving and interpreting personality tests designed to determine whether a person needs treatment and, if so, what kind. (About one-half of all psychologists specialize in clinical psychology.)

Counselling Psychologists: Counselling psychologists maintains a focus on facilitating personal and interpersonal functioning across the life span. The specialty pays particular attention to emotional, social, vocational, educational, health-related, developmental, and organizational concerns. They help people adjust to the challenges of life. In most states a doctorate is required to be a clinical or counselling psychologist.

- **Social Psychologists:** Social psychologists study groups and how they influence individual behaviour. Some are particularly interested in public opinion and devote much of their time to conducting polls and surveys.

- **Developmental psychologists:** Developmental psychologists study physical, emotional, cognitive, and social changes that occur throughout life. Specialists in this field study children, the elderly, and even the process of dying.
- **Educational psychologists:** Educational psychologists work is concerned with theory, methodology and applications to a broad spectrum of teaching, training and learning issues. It also deals with topics related to teaching children and young adults, such as intelligence, memory, problem solving, and motivation. Specialists in this field evaluate teaching methods, devise tests, and develop new instructional devices.
- **A community psychologist:** A community psychologist may work in a mental health or social welfare agency operated by the state or local government or by a private organization. A community psychologist may help design, run, or evaluate a mental health clinic.
- **Industrial/organizational** www.24hpdf.com Industrial/organizational psychologists are employed by business firms and government agencies. Industrial psychologists study and develop methods to boost production, improve working conditions, place applicants in jobs for which they are best suited, train people, and reduce accidents. Organizational psychologists study the behaviour of people in organizations such as business firms.
- **Environmental psychologists:** Environmental psychologists work in business settings or within the government to study the effects of the environment on people. They may look at the effects of natural disasters, overcrowding, and pollution on the population in general as well as individuals and families.
- **Psycho-biologists:** Psycho-biologists study the effect of drugs or try to explain behaviour in terms of biological factors, such as electrical and chemical activities in the nervous system.
- **Forensic psychologists:** Forensic psychologists work in legal, court, and correctional systems. They assist police by developing personality profiles of criminal offenders or help law enforcement officers understand problems like abuse.

- **Health psychologist:** Health psychologists study the interaction between physical and psychological health factors. They may investigate how stress or depression leads to physical ailments.
- **Experimental psychologists:** Experimental psychologists perform research to understand how humans (and animals) operate physically and psychologically. Experimental psychologists do everything from testing how electrical stimulation of a certain area of a rat's brain affects its behaviour, through studying how disturbed people think, to observing how different socioeconomic groups vote in elections. Experimental psychologists supply information and research used in psychology.

THE GOALS OF PSYCHOLOGY

As psychologists go about their systematic and scientific study of humans and animals, they have several goals. Overall, psychologists seek to do four things—describe, explain, predict, and influence behaviour.

- **Description:** The first goal for any scientist or psychologist is to describe or gather information about the behaviour being studied and to present what is known. For example, we described Steve's behaviour at college.
- **Explanation:** Psychologists seek to explain why people (or animals) behave as they do. Such explanations can be called psychological principles—generally valid ideas about behaviour. Psychologists propose these explanations as hypotheses.
- **Prediction:** The third goal of psychologists is to predict, as a result of accumulated knowledge, what organisms will do and, in the case of humans, what they will think or feel in various situations. By studying descriptive and theoretical accounts of past behaviours, psychologists can predict future behaviours.
- **Influence Behaviour:** The fourth goal is that how the researches influence the behaviour of the people. What changes are come in the behaviour of the people after the research? This goal of psychology checks the positive and negative effect or influence of research on the behaviour of the people. In short Psychology strives to change, influence, or control behaviour in order to make positive and lasting changes in people's lives. From treating mental illness to enhancing human well-being, changing human behaviour is a huge focus of psychology.

METHOD OF PSYCHOLOGY

“Research is defined as careful consideration of study regarding a particular concern or problem using scientific methods”.

Or

“Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon.”

Purpose of research:

Research is conducted with a purpose to:

- Identify potential and new customers
- Understand existing customers
- Set pragmatic goals
- Develop productive market strategies
- Address business challenges
- Put together a business expansion plan
- Identify new business opportunities

Characteristics of research:

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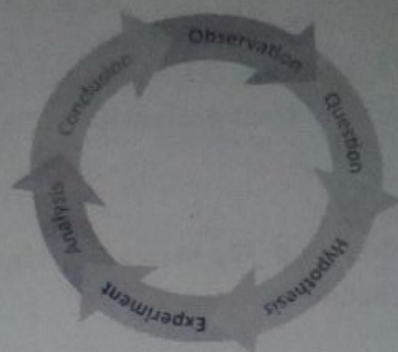
- Good research follows a systematic approach to capture accurate data. Researchers need to practice ethics and a code of conduct while making observations or drawing conclusions.
- The analysis is based on logical reasoning and involves both inductive and deductive methods.
- Real-time data and knowledge is derived from actual observations in natural settings.
- There is an in-depth analysis of all data collected so that there are no anomalies associated with it.
- It creates a path for generating new questions. Existing data helps create more research opportunities.
- It is analytical and uses all the available data so that there is no ambiguity in inference.
- Accuracy is one of the most critical aspects of research. The information must be accurate and correct. For example, laboratories provide a controlled environment to collect data. Accuracy is measured in the instruments used, the calibrations of instruments or tools, and the experiment's final result.

Scientific Method in Psychology:

“The scientific method is a process used by researchers to examine whether a relationship between two or more variables exists”. Psychologists and other research scientists regularly utilize the scientific method to find explanations for human behaviors. The scientific method was proposed to be the most objective and systematic method to explain phenomena. This is because the main goals of the scientific method are to describe, examine and explain, and predict certain outcomes.

Steps of the Scientific Method:

- Identifying the research problem
- Review of the related literature
- Formulation of hypothesis
- Designing & conducting the research
- Analysis of the data
- Conclusion



Identifying the research problem:

Before a researcher can begin, they must choose a topic to study. While conducting a research is identify and specify the area of interest in which one is going to conduct a research.

Review of the related literature:

Once an area of interest has been chosen, the researchers must then conduct a thorough review of the existing literature on the subject. This review will provide valuable information about what has already been learned about the topic and what questions remain to be answered.

Formulation of hypothesis: www.24hpdf.com

“A hypothesis is a tentative statement about the relationship between two or more variables”. Thus, after observing a certain phenomenon, the researcher then asks a question and performs background research in order to come up with a hypothesis, or several hypotheses.

Designing & conducting the research:

After reviewing the related literature and making hypothesis, the next step is using in research is collecting the data using by different strategies such as Questionnaires, Interviews, etc.

Analysis of data:

After performing the research experiment, the scientist collects all the important data and analyzes it using statistical techniques to draw a conclusion. Statistical analysis is a key method used to support or refutes the hypothesis, and it can also determine how significant the results are.

Conclusion:

The last step in the scientific method in psychology is to communicate the results to the public, which is done by writing and publishing a description of the study with the results and

conclusions. Conclusions are drawn after the statistical analysis of data. Based on the statistical findings, the research can conclude whether the hypothesis was supported or not.

Research Methods / Methods of Study:

- Observational methods
- Experimental methods
- Survey methods
- Day book methods
- Biographical methods
- Clinical methods / case history
- Interview methods

Observational Method: ✓

“The observation method is described as a method to observe and describe the behavior of a subject”. As the name suggests, it is a way of collecting relevant information and data by observing. It is also referred to as a participatory study because the researcher has to establish a link with the respondent and for this has to immerse himself in the same setting as theirs. The goal of observational research is to describe a variable or set of variables. More generally, the goal is to obtain a snapshot of specific characteristics of an individual, group, or setting.

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Types of Observational Method:

- Introspection
- External Observation
- Naturalistic Observation
- Field Study
- Correlation

Introspection: ✓

“Introspection is defined as the process of directly examining one’s own conscious mental states and processes or an examination of one’s own conscious thoughts and feelings”. The word ‘Introspection is made up of two Latin words. “Intro” meaning within and “Spection” meaning looking. Introduced first by EB St. Augustine. Also known as self-observation method.

Stages of Introspection:

- During the observation of external object, the person begins to ponder over his own mental state. For example while listening to music, which is to him pleasant or unpleasant, he starts thinking about his own mental state.

The person begins to question the working of his own mind. He thinks and analyses: Why has he said such and such thing? Why has he talked in a particular manner? And so on.

- He tries to frame the laws and conditions of mental processes: He thinks in terms of improvement of his reasoning or the control of his emotional stages.

Characteristics of Introspection:

- The subject gets direct, immediate and intuitive knowledge about the mind.
- The subject has actually to observe his own mental processes. He cannot speculate about them.

Introspection Method was widely used in the past. Its use in modern time is being questioned. It is considered unscientific and not in keeping with psychology which has recently emerged out as a positive science. However it is still being used by psychologists and though its importance is being questioned it is not totally discarded.

Merits of Introspection Method:

- It is the cheapest and most economical method of studying behaviour. We do not need any apparatus or laboratory for its use.
- This method can be used anytime and anywhere. You can introspect while walking, traveling, and sitting on a bed www.24hpdf.com
- It is the easiest method and is readily available to the individual.
- The introspection data is first-hand as the person himself examines his own activities.
- Introspection has generated research which gradually led to the development of more objective methods.
- It is still used in all experimental investigation.
- It is the only method with the help of which an individual can know his emotions and feelings.
- It helps in the development of methods like observation and experimentation.

Demerits of Introspection Method:

- In introspection, one needs to observe or examine one's mental processes carefully in the form of thoughts, feeling and sensation. The state of one's mental processes is continuously changing. Therefore when one concentrates on introspecting a particular phase of one's mental activity that phase passes off.

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- The data collected by introspection cannot be verified. An individual may not pass through the same mental state again. There is no independent way of checking the data.
 - The data collected by introspection lacks validity and reliability. It is impossible to acquire validity and exactness in self- observation of one's own mental processes.
 - The data collected by introspection is highly subjective. It has danger of being biased and influenced by preconceptions of the individual.
 - The observer and the observed are the same. Hence there is ample scope for the individual to lie deliberately and hide the facts to mislead others.
 - Introspection cannot be applied to children, animal and abnormal people.
 - Introspection is logically defective because one and the same person is the experimenter and observer. It is not possible for the same individual to act as an experimenter as well as an observer. Thus introspection is logically defective.

External Observation:

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External observation includes the observation of behaviour which consists of outward, looks, gestures, movements and actions of other persons and environment. External observation is now renamed as systematic and structured observation. This types of observation is most useful in exploratory studies.

Merits of External Observations:

- It helps to study the role of other people. Observation of character is used to understand the minds of others. We can study our own minds, but in order to understand other minds, we study their external movements.
- Only through external observation, we may study children, animals, and the insane. What is observed is their character and their inner condition can be judged by the character itself. Because they cannot express their inner state or feelings themselves.
- Not all internal conditions are known through inner study. For example, there is difficulty with unconscious states. In this case, only external or objective observation is used. It is through a character that conscious and unconscious states are known.
- With the help of this method, the obtained results can be repeated and their health can also be checked. This method has transformed psychology into scientific and objective knowledge. When we compare our inner state with the character of others under our own circumstances, it becomes clear that there are similarities between our character and the character of others under certain circumstances and laws.

Demerits of External Observations:

- The first flaw in this method is that we compare our inner state with the character of others. The kind of character we show under certain circumstances. It assumes that other humans and animals think and feel the same way we do. So try to test others on the same criteria. Which is why they are sometimes deceived.
- In external observation sometimes we cannot understand the role of others, for example, it becomes difficult for adults to understand children, because they have passed a certain age, they cannot understand the feelings of children to such an extent. Likewise, children cannot understand the feelings, thoughts, and desires of adults because they do not understand them. Children often make mistakes when it comes to adults and adults also make mistakes when they come to children.
- By this method, we cannot study the actions of reasoning and thinking directly. In order to know the minds of others, we have to resort to their external role, while the mind does not always show an observable character, but our thoughts and feelings continue behind the scenes, which others may not know about.

NATURALISTIC OBSERVATION:

“Naturalistic observation is an observational method that involves observing people’s behavior in the environment in which it typically occurs”. The goal is to look at behavior in a natural setting without intervention. It involves observing clients in their natural environments, like their home, work or a place that they enjoy visiting, to understand their normal routines and behaviors, and to avoid obvious feelings that may happen in a clinical setting. During their observations, researchers recognize common patterns and behaviors, like their client's coping mechanisms, communication skills, decision-making skills, problem-solving skills, common behavior patterns.

Types of Naturalistic Observation:

Naturalistic observations can be:

- **Overt Observation**
- **Covert Observation**
- **Participant Observation**
- **Non-Participant Observation**

Overt observation	Covert observation
Overt observation is apparent when the subject being observed is aware of the presence of the observer.	Covert observation is best exemplified when the observed is unaware or the presence of the observer.

Participant observation	Non-participant observation
Is a qualitative research method in which researcher not only observes the research participant, but also actively engages in the activities of the research participant.	A research technique whereby the researcher watches the subjects of his or her study, with their knowledge, but without taking an active part in situation.

Merits of Naturalistic Observation Method:

- It allows researchers to directly observe individuals in their natural setting.
- It gives scientists a first-hand look at social behavior.
- It allows researchers to study ideas that cannot be manipulated otherwise.
- It helps to support the external validity of a research effort.
- It allows for multiple methods of data collection.
- It offers different windows for data collection without affecting results.
- It creates the potential for more genuine reactions.
- It can be safer for the researchers when compared to other methods.

Demerits of Naturalistic Observation Method:

- It can be challenging to control for outside variables.
- It does not always generate accurate data.
- It may cause conformity concerns with the collected data.
- It creates information that can sometimes be subjective.
- It takes more time to complete naturalistic observations.
- It cannot account for potential distractions in the environment.
- It offers information that can have limited usefulness.

- It cannot account for observer bias.

Field Study Method:

“Field research is a qualitative method of research concerned with understanding and interpreting the social interactions of groups of people, communities, and society by observing and interacting with people in their natural settings”. It involves collecting data outside of an experimental or lab setting. This type of data collection is most often done in natural settings or environments and can be done in a variety of ways for various disciplines. Field studies should be carefully planned and prepared in order to ensure that the data collected is accurate, valid, and collective effectively.

Methods of field study research:

The methods of research include:

- Direct Observation
- Participant Observation
- Qualitative Interviews

Direct method:

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Is a method of research where the researcher watches and records the activities of individuals or groups engaged in their daily activities. The observations may be unstructured or structured. **Unstructured observations** involve the researcher observing people and events and recording his/her observations as field notes. Observations are recorded holistically and without the aid of a predetermined guide or protocol. **Structured observation**, on the other hand, is a technique where a researcher observes people and events using a guide or set protocol that has been developed ahead of time.

Participant observation:

Is a field research method whereby the researcher develops an understanding of a group or setting by taking part in the everyday routines and rituals alongside its members.

Qualitative interview:

Qualitative interviews are a type of field research method that elicits information and data by directly asking questions of individuals. There are three primary types of qualitative interviews: informal (conversational), semi-structured, and standardized, open-ended.

Merits of Field Study Method:

- It is conducted in a real-world and natural environment where there is no tampering of variables and the environment is not doctored.
- Due to the study being conducted in a comfortable environment, data can be collected even about ancillary topics.
- The researcher gains a deep understanding into the research subjects due to the proximity to them and hence the research is extensive, thorough and accurate.

Demerits of Field Study Method:

- The studies are expensive and time-consuming and can take years to complete.
- It is very difficult for the researcher to distance themselves from a bias in the research study.
- The notes have to be exactly what the researcher says but the nomenclature is very tough to follow.
- It is an interpretive method and this is subjective and entirely dependent on the ability of the researcher.
- In this method, it is impossible to control external variables and this constantly alters the nature of the research.

Correlational method:

“A correlational study is research conducted to assess the relationship among two or more variables”. A variable can be defined as any factor that is being studied and measured. Correlational research is used when testing for a relationship between two variables and is conducted without manipulating the variables. It is commonly used to test a new hypothesis; when a more complicated or expensive study is not achievable and when the measured variables cannot be manipulated. When completing statistical analysis on correlational data, a coefficient of correlation value is calculated. A **coefficient of correlation value** is used to measure the strength of the relationship between the two measured variables. The value can be anywhere between -1.0 to 1.0. A value close to -1.0 shows a strong negative correlation, and a value close to 1.0 shows a strong positive correlation. A value close to 0.0 indicates that no relationship exists between the variables.

Types of Correlation Method:

- Positive correlation
- Negative correlation
- Zero / No correlation

Positive Correlations: A positive correlation means that the variables move in the same direction. Both variables increase and decrease at the same time. A correlation coefficient close to +1.00 indicates a strong positive correlation.

Negative Correlations: A negative correlation means that the variables move in opposite directions. If two variables are negatively correlated, a decrease in one variable is associated with an increase in the other and vice versa. As the amount of one variable

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increases, the other decreases (and vice versa). A correlation coefficient close to -1.00 indicates a strong negative correlation.

Zero/No Correlations: Zero correlation means there is no relationship between the two variables. A correlation coefficient of 0 indicates no correlation.

Merits of Correlation Method:

- Neither variable goes through a manipulative process.
- Two different data collection methods are available with correlation research.
- The results from correlation research are more applicable.
- It offers a beneficial starting position for research.
- Researchers can determine the direction and strength of each relationship.
- A survey method is helpful in correlation research.
- The results of a correlation research study are easy to classify.
- May predict causal relationships
- May predict human behavior
- Methodology and statistical analysis may be easier to implement.

Demerits of Correlation Method:

- Correlation research only uncovers relationships.
- It won't determine what variables have the most influence.
- Correlation research can be a time-consuming process.
- Extraneous variables might interfere with the information.
- Outcomes can be adversely impacted by the quality of the work.
- Possibility of the third variable problem / confounding factor.

Experimental method:

"A system of scientific investigation, usually based on a design to be carried out under controlled conditions, that is intended to test a hypothesis and establish a causal relationship between independent and dependent variables". The word "experiment" comes from a Latin word meaning "To try" or "To put to test." In psychology, experimental study is used to study the cause – and – effect relationship regarding the nature of human behaviour (e.g.: the effect of anxiety on behaviour.)

Experimental research is a **scientific method** of gathering data whereby the one conducting the research is able to manipulate the independent variable. Experimental research psychology is the act of applying experimental research methods to the study of human behavior. Most experimental research in psychology uses human or animal subjects. An **experiment** is a carefully designed procedure to answer a question or test a hypothesis.

Types of Experimental Method:

- Lab Experiment
- Field Experiment
- Pre- Experiment
- True- Experiment
- Quasi- Experiment

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Steps in Experimental Method:

- Formulation of Problem
- Hypothesis
- Variables
- Experimental Design
- Experimental & Control Group
- Apparatus/Tools
- Controlled Condition

➤ Results/conclusion

Formulation of Problem:

In any experiment the first steps is to identify a problem. While conducting a research is identify and specify the area of interest in which one is going to conduct a research. Furthermore need to be answers these questions, why & purpose etc.

Hypothesis:

The next step in experimental method is the formulation of a hypothesis. Hypothesis is testable that predicts how the operationally defined variables are related. E.g. the hypothesis might be: "Students who are sleep-deprived will perform worse than students who are not sleep-deprived on a test of driving performance."

Variables:

"A variable is something that can be changed, such as a characteristics or value". By systematically changing some variables in an experiment and measuring what happens as a result, researchers are able to learn more about cause-and-effect relationships.

Types of Variables:

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- Dependent variable
- Independent variable
- Intervening variable

Dependent Variable:

Is the variable that is manipulated by the experimenter, e.g. in an experiment on the impact of sleep deprivation on test performance, sleep deprivation would be the independent variable.

Independent Variable:

Is the variable that is measured by the experimenter. In the previous example, the scores on the test performance measure would be the dependent variable.

Intervening variable:

Intervening variables, also sometimes called intermediate or mediator variables, are factors that play a role in the relationship between two other variables. It is classified into:

The last step in the experimental method is the verification of the hypothesis, which we have earlier framed. The result of the experiment exhibits whether the hypothesis is accepted or refuted. Once the experiment is concluded the results are analyzed. If the results are otherwise then our conclusion will be that the hypothesis is refuted.

Merits of Experimental Method:

- Experimental method is the most systematic method of getting reliable data.
- Experimental method enables accurate observations due to controlled conditions.
- It allows us to establish cause effect relationship between different phenomena.
- The results obtained are valid and reliable.
- The findings of the experimental method are verifiable by other experiments under identical conditions.
- It helps to protect from the subjective opinions. Hence it provides objective information about the problem.
- It provides adequate information about the problem.
- In experimental method, experiments are conducted under vigorously controlled conditions. The experimenter can control the application and withdrawal of independent variables.
- Experimental method increases one's knowledge of psychological facts in child psychology, social and abnormal psychology.

Demerits of Experimental Method www.24hpdf.com

- Experimental method is a costly and time consuming method as it requires a laboratory and apparatus to conduct it properly.
- Experiments are conducted in artificially determined pattern of behaviour. In real life situation it is quite different.
- It needs specialized knowledge and therefore every teacher cannot be expected to conduct the experiment.
- The scope is limited. All problems of psychology cannot be studied by this method as we cannot perform experiments for all the problems that may come up in the diverse subject matter of psychology.
- Accurate measurements, in case of human beings, are never possible.
- It is difficult to always control the independent variable. Therefore it is not possible to create desired conditions in laboratory.
- It is not possible to reach certainty in matters of social sciences including educational psychology.

Case History/ Clinical Method:

“The case study method is defined as an in-depth study which is concerned with pertinent aspects of a particular case, unit, situation or behavior”. This method is used for detection or diagnosis and treatment of behavioural problems, adjustment, and other allied problems of the child. Case studies are in-depth investigations of a single person, group, event or community. Typically, data are gathered from a variety of sources and by using

➤ Internal Variable

➤ External Variable

Experimental Design:

Experimental method is the most precise, planned, systematic and controlled method of studying behavior. It uses systematic procedure called experimental design. Experimental design provides important guidelines to the researcher to carry out his research study. Experimental design ensures adequate controls by avoiding irrelevant causes of variability. The layout of a design depends on the type of the problem the investigator wants to investigate. No one design solves all the problems of a research study.

Selection of Subject:

These are classified into:

➤ Experimental group

➤ Control group

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Experimental Group:

An experimental group is the group that receives the variable being tested in an experiment.

Control Group:

The control group is the group in an experiment that does not receive the variable you are testing.

Apparatus/Tools:

“A set of materials that designed for a particular use is called apparatus”. E.g, stop watch, Muller lyer card, TAT pictures, Questioners, etc.

Controlled Conduction:

The experiment will not give valid results unless the situational variables are controlled. Since, in any experiment there are numerous conditions which are needed to be controlled; it is many a time difficult to do so.

Results/Conclusion:

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several different methods (e.g. observations & interviews). **Case History** is a record of information relating to a person's psychological or medical condition. Used as an aid to diagnosis and treatment, a case history usually contains test results, interviews, professional evaluations, and sociological, occupational, and educational data. Also called patient history. This method is also called Clinical Method. In this method, the individuals past is uncovered through analysis of his present behavior ;Psychologists get to his past through his present because the individuals present condition can be analyzed in the light of his past.

At least 3 persons are required to gather information through this method;

- Clinical psychologist
- Psychiatrist
- Social worker

Clinical psychologist: ✓

The first person is clinical psychologist. A clinical psychologist is a mental health professional with highly specialized training in the diagnosis and psychological treatment of mental, behavioral and emotional illnesses.

Psychiatrist: ✓

The second person can be a doctor, physician or a psychiatrist whose job is to examine the patient and determine whether he is suffering from some physical ailment.

A psychiatrist is a medical doctor (an M.D. or D.O.) who specializes in mental health, including substance use disorders. Psychiatrists are qualified to assess both the mental and physical aspects of psychological problems.

Social Worker: ✓

The third important person is Social Worker who gathers information from subjects living conditions or from the persons related to him, e.g. parents, relatives, friends etc. To see whether the information given by patient is correct or not.

Bio-data forms devised by various clinical psychologists are also used for this purpose. If the patient hesitates while responding, he has to be probed to get clear answers. Probing technique, cross questioning and all other possible methods are used according to the situation. The clinical psychologist either notes all the information or records the responses, and thus the nature of mental disorder begins to be clear.

Merits of Case/Clinical Method:

- Provides detailed (rich qualitative) information.
- Provides insight for further research.
- Permitting investigation of otherwise impractical (or unethical) situations.
- It makes it easier to diagnose the Disorder.

- It facilitates the treatment of patient.
- Psychological and clinical tests can be applied.
- Various experts work together to examine the patient and prepare a report on his condition.
- The study of the relationship among brain activity, thinking and behaviour is highly benefited by this method.
- Case studies serve as the testing ground for new treatments, training programs and other applications of research.
- Case studies provide new ideas and hypothesis opportunities to develop new clinical techniques and a chance to study rare phenomenon.
- Scientific theories can be challenged when the behaviour of single case contradict theoretical principles of claim; theories can receive tentative support using evidence from case studies.

Demerits of Case/Clinical Method:

- Researchers' own subjective feeling may influence the case study (researcher bias).
- Difficult to replicate.
- Time-consuming and expensive.
- The volume of data, together with the time restrictions in place, impacted on the depth of analysis that was possible within the available resources.
- Many trained experts are required simultaneously.
- It is difficult to verify the information given by the patient.
- In case of a serious disease, the patient cannot be interviewed.
- Observer bias in information collection can lead to incorrect interpretation of case studies outcome.
- In short, correct diagnosis is the only effective method to treat and save the patient.

Survey Method:

“A survey is a data collection tool used to gather information about individuals”. Surveys are commonly used in psychology research to collect self-report data from study participants. A survey may focus on factual information about individuals, or it might aim to obtain the opinions of the survey takers. A survey is an investigation of ideas, attitude and their responses of large number of people. Usually they answer a series of questions by mail, telephone or interview. . Survey research focuses on people, the vital facts of people and their beliefs, opinions, attitudes, motivation and behaviors.

This is used to gather the information from large number of people. This method is usually used to gather information about political opinion, customers' preferences, etc. Also used to know the information pertaining to medical profession like awareness about diseases and remedial programmes, malnutrition, opinions about health needs, health facilities available, etc.

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The target population is the specific group of people that you want to find out about. This group can be very broad or relatively narrow. While sampling is the process of selecting a representative group from the population under study.

A most critical issue in the survey method is the identification of subjects to whom the instruments will be administered and questions will be asked. These people are typically called a sample which means a group of subjects drawn from some larger group called population. When any sample accurately reflects the characteristics of a certain population it is called representative sample. Surveys generally involve sampling. Careful selection of survey sample allows researchers to generalize findings from the sample to the population. Sample is chosen from the sampling frame. The ability to generalize from sample to population depends critically on the representativeness of the sample. A biased sample will affect the results so sample should be free of any bias. If the characteristic of the sample are systematically different from the characteristics of a population that is considered as bias sample. Individuals in a population differ in ways and in turn population differs from each other.

Types of Sampling:

These are included into:

- Non-Randomized Sampling
- Randomized Sampling

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Tools of Survey:

To collect information about the problem under study different tools can be utilized. Selection of tool is determined according to nature of sample.

Tools may be:

- Questionnaire
- Interview

Data collection:

Before you start, create a clear plan for where, when, how, and with whom you will conduct the survey. Determine in advance how many responses you require and how you will gain access to the sample.

Data Analysis:

There are many methods of analyzing the results of your survey. Statistical analysis is usually conducted using programs like SPSS.

Results:

Types of Survey Method: ✓

These are included into:

- Descriptive Survey
- Exploratory Survey

Exploratory surveys are included into:

- Developmental Survey
- Inter-related Survey

Developmental surveys are included into:

- Longitudinal Survey
- Cross-Sectional Survey

Cross-Sectional Survey:

It is a technique in which one or more samples are drawn from the population at one time. Its focus is description. It describes the characteristics of a population at a specific time.

Longitudinal Survey: www.24hpdf.com

In this, the same respondents are surveyed overtime in order to examine changes in individual respondents. The longitudinal design has two important advantages. First the investigator can determine the direction and second extent of change for individual respondents. But the major problem with the design is that it can be difficult to obtain a sample of respondents who will agree to participate in longitudinal study as it terms a long term commitment.

Steps in survey method:

- Formulation of problem
- Population and sampling
- Tools and surveys
- Data collection
- Data analysis
- Results

Formulation of Problem:

Before you start conducting survey research, you should already have a clear research question that defines what you want to find out. Based on this question, you need to determine exactly who you will target to participate in the survey.

Population and sampling:

Interview is a verbal communication or two way conversation between two persons to get information's about a problematic situation. In psychology interview includes building trust and rapport with the client. An effective clinical interview helps determine whether a client is suffering from a psychological or behavioral disorder. Interview is not simply a conversation; In order to be Successful it must have all the warmth and personality exchange of a Conversation with the clarity and guidelines of scientific searching. Interview is also one of those techniques which are adopted to collect information about some person. It is also used to about the opinion of different. In clinical method, interview is used as a fundamental technique. Clinical interview is a conversation between the therapist and the client. The goal of this interview is the diagnosis or treatment. Traditionally, the interviewer and interviewee express ideas and opinions, usually sitting on a discussion table. Typically the interviewer asks a number of questions and the subject responds in various ways, sometimes by asking questions in return. Interview technique is used for research, therapy or combination of these purposes.

Types of interview:

- Structured interview
- Unstructured interview
- Semi-structured interview

Structured/ Formal Interview: www.24hpdf.com

Structured interviews are defined as research tools that are extremely rigid in their operations are allows very little or no scope of prompting the participants to obtain and analyze results. It is thus also known as a standardized interview and is significantly quantitative in its approach. Questions in this interview are pre-decided according to the required detail of information. Structured interviews are excessively used in survey research with the intention of maintaining uniformity throughout all the interview sessions. They can be closed-ended as well as **open-ended** – according to the type of target population. **Closed-ended questions** can be included to understand user preferences from a collection of answer options whereas open-ended can be included to gain details about a particular section in the interview.

Unstructured /Informal Interview:

Also called as in-depth interviews, unstructured interviews are usually described as conversations held with a purpose in mind – to gather data about the research study. These interviews have the least number of questions as they lean more towards a normal conversation but with an underlying subject. The main objective of most researchers using unstructured interviews is to build a bond with the respondents due to which there are high chances that the respondents will be 100% truthful with their answers. There are no guidelines for the researchers to follow and so, they can approach the participants in any ethical manner to gain as much information as they possibly can for their research topic. Since there are no guidelines for these interviews, a researcher is expected to keep their approach in check so that the respondents do not sway away from the main research motive.

Semi-Structured Interview:

Finally, after collected and analyzed all the necessary data, the last step in the survey method is the verification of the hypothesis, which we have earlier framed. The result of the experiment exhibits whether the hypothesis is accepted or refuted. Once the experiment is concluded the results are analyzed. If the results are otherwise then our conclusion will be that the hypothesis is refuted.

Merits of Survey Method:

- One of the big benefits of using surveys in psychological research is that they allow researchers to gather a large quantity of data relatively quickly and cheaply.
- Surveys allow researchers to collect a large amount of data in a relatively short period.
- Surveys are less expensive than many other data collection techniques.
- Surveys can be created quickly and administered easily.
- Surveys can be used to collect information on a broad range of things, including personal facts, attitudes, past behaviors, and opinions.
- When respondents will be widely widespread geographically it seems very useful.

Demerits of Survey Method:

- Poor survey construction and administration can undermine otherwise well-designed studies.
- The answer choices provided in a survey may not be an accurate reflection of how the participants actually feel.
- While random sampling is generally used to select participants, response rates can bias the results of a survey.
- The social desirability bias can lead people to respond in a way that makes them look better than they really are. For example, a respondent might report that they engage in more healthy behaviors than they do in real life.
- As the respondents are unable to ask questions the questionnaire must be half explanatory.
- Researcher has less control over the order in which the respondents answer the question.
- Respondent's bias is also a serious problem with social mail.
- Low response rate whether the failure to complete or failure to return the survey is major problem in mail survey.
- Cost of mailing, waiting time and degree of response must be carefully considered.

Interview Method:

“Interview method is defined as a close face to face conversation or a dialogue between the investigator or interviewer and interviewee”. It is a process of social interaction between interviewer and interviewee.

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A semi-structured interview is a data collection method that relies on asking questions within a predetermined thematic framework. However, the questions are not set in order or in phrasing. In research, semi-structured interviews are often qualitative in nature. They are generally used as an exploratory tool in marketing; social science, survey methodology, and other research fields. They are also common in field research with many interviewers, giving everyone the same theoretical framework, but allowing them to investigate different facets of the research question.

Purpose of Interview:

Interview can be different according to its purpose. Purpose of interview can be

- Therapeutic Interview
- Investigative Interview
- Assessment Interview

Therapeutic Interview:

Therapeutic Interview is applied in case history method. Clinical psychologists want to diagnose the patient before applying any therapy. This therapeutic session is not limited to a single session, it may take many sessions.

Investigation Interview:

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When question answer session is held to investigate some matter, it is called investigative interview. Higher officials adopt this method to check the performance of their subordinates. Inquiry committees also conduct the investigative interview to complete their inquiry.

Assessment Interview:

Assessment is the actual purpose of interview. This assessment can be for promotion, selection, treatment or comprehensive study of the subject. This type of interview is supplemented with personality tests.

Merits of Interview Method:

- It provides flexibility to the interviewers
- The interview has a better response rate than mailed questions, and the people who cannot read and write can also answer the questions.
- The interviewer can judge the non-verbal behavior of the respondent.
- The interviewer can decide the place for an interview in a private and silent place, unlike the ones conducted through emails which can have a completely different environment.
- The interviewer can control over the order of the question, as in the questionnaire, and can judge the spontaneity of the respondent as well.

Demerits of Interview Method:

- Conducting interview studies can be very costly as well as very time-consuming.
- An interview can cause biases. For example, the respondent's answers can be affected by his reaction to the interviewer's race, class, age or physical appearance.
- Interview studies provide less anonymity, which is a big concern for many respondents.
- There is a lack of accessibility to respondents (unlike conducting mailed questionnaire study) since the respondents can be in around any corner of the world or country.

Attention-

Factors - objective (Intensity) (Extensity) (Colour) (Duration) (Movement) (change) (contrast) (location) (Repetition) (subjective) (freshness) (interest) (Motive) (courtesy) (Emotion) (Attitude) (behaviour) (Physical health)

Kind of attention-

active attention (objective condition)
 passive attention (subjective condition)

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Perception

Factors - objective - perceptual organization

- figureground - grouping proximity, simplicity, continuity, common fate, reference frame - colour -
- perceptual constancy -
- size constancy - shapes brightness constancy -

stimulus character -

movement > sizes shape repetition - intensity > Contrast

Subjective - attention walla -

Social factor

Social values, belief > custom, mores

National law

Depth P. Distanc. P. Motion Per
 Times P. Form P.

What are interview techniques in research?

Interview methods in research are different approaches you can use to conduct effective research interviews. Many researchers interview subjects as part of their research process. Conducting interviews can allow you to gain insight into the behaviors, attitudes and opinions of individuals. Usually, interviews are most useful for research that is qualitative, which means it focuses more on concepts and experiences than on numerical values. If you want to include interviews in your research, you can choose from several interview methods to use an approach that is well-suited to your specific research.

interview methods in research

1. Focus group

One popular research interview method is conducting a focus group interview, which involves a group of individuals interviewed at the same time. Focus group moderators usually encourage participants to interact with one another, and they observe the group to gain insights into real attitudes and perspectives. Often, focus group participants respond more comfortably and naturally, as the group setting can feel more authentic than other interview settings.

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2. Structured interview

Structured interviews are another option. Typically, structured interviews comprise closed-ended questions, which are questions that respondents can answer with "yes" or "no." The interviewer usually asks the exact same questions in the same order to each interviewee. Often, researchers can complete structured interviews quickly, as they follow a standard format that they can easily replicate.

3. Unstructured interview

An unstructured interview, also called an informal interview, is the opposite of a structured interview. In unstructured interviews, the interviewer doesn't ask standardized questions of each interviewee. Instead, unstructured interviews rely on open-ended questions, which are questions that encourage a longer answer than a simple "yes" or "no." In unstructured interviews, the interviewer can also ask follow-up questions and allow interviewees to expand on their answers. Therefore, an unstructured interview is more similar to an authentic conversation.

4. Semi-structured interview

You can also use a semi-structured interview method, which combines pieces of both structured and unstructured interviews. Although interviewers might follow a general plan and set of questions, they often have the flexibility to make changes. This can allow interviewers to be creative in order to get the data that they need for their research.

5. Personal interview

A personal interview takes place in person as a one-on-one interaction between an interviewer and an interviewee. Personal interviews are ideal if you want to speak directly to an individual and cater your questions to them. You can also ask follow-up questions to gain additional insights. Usually, personal interviews have higher response rates than other interview options, making them ideal if you need to gather a significant amount of accurate data.

6. Phone interview

You can also conduct interviews over the phone. Phone interviews can be an easy way to gather responses. This interview method is also relatively inexpensive, making it ideal if you want to collect data quickly without expending too many resources.

7. Online interview

Online interviews are another research interview option. Online interviews can involve surveys or video chat applications. In this method, interviewers and interviewees don't have to be in the same location at the same time. This can allow you to collect data quickly from a large group of subjects.

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How to conduct interviews in research

1. Choose your interview method

The first step to conducting a research interview is to choose your method. It's also important to choose the right method for your specific research. To choose a method, you can consider variables like your interviewee's age and habits. This can help you determine which method is most effective for your interviewees while allowing you to obtain the data you need for your research.

2. Develop interview questions and process

Another important step is developing your interview questions and process. The questions you ask can vary by the type of research you conduct, but many researchers prefer to ask open-ended questions. If you'd like, you can create a schedule for your interview to use as a guide. The schedule can list the questions you want to ask and any other important components of your interview.

3. Facilitate the interview

Once you've planned your interview, you can facilitate it. Depending on what interview method you're using, you might want to ask another person to facilitate the interview. For example, if you're using the focus group method, you could consider hiring a professional focus group

moderator so you can get the best results from the interview. Be sure to take notes throughout the interview so you can reference them as you analyze your results.

4. Analyze your results

After conducting your research interview, you can analyze the response data. Review your notes and any interview transcripts or recordings to see how your data relates to your research. In this step, you can also determine whether you want to complete follow-up interviews to gain additional information.

Tips for conducting interviews in research

1. Record your interviews

One tip for conducting effective research interviews is to record your interviews. Recording your interviews can help you ensure you collect accurate data and don't miss any important parts. You can use a camera or a voice recording application for in-person interviews. For online interviews, you may be able to use screen recording software or a video chat application's built-in recording feature. You can also convert your recording to a written transcript so you can reference it later.

2. Be mindful of researcher bias

Another important tip for conducting research interviews is to be mindful of researcher bias. This occurs when a researcher intentionally or unintentionally skews their data to match their intended outcome. If you can, try to avoid researcher bias, as this can weaken the reliability of your research. You can limit researcher bias by working with peers and duplicating the results of your research in alternative settings.

3. Choose the right interview setting

It's also important to choose the right setting for your interview. Try to find a calm place with limited distractions. This can help respondents to feel comfortable and more willing to participate honestly and authentically, which can allow you to extract valuable data and insights from the interview.

4. Use your research question as a guide

Another tip for interviewing is to use your research question as a guide. Researchers usually begin the research process with a research question, which is a question that they center their research on and attempt to answer. Keeping your research question in mind can help you ensure you ask questions and collect data that contribute to your research overall.

Advantages, Disadvantages