

PSYCHOLOGY

BRANCHES

Pure
Psychology

Physiological Psychology

Comparative Psychology

Developmental Psychology

Applied
Psychology

Educational Psychology

Industrial Psychology

Child Psychology



BRANCHES OF PURE PSYCHOLOGY

PHYSIOLOGICAL PSYCHOLOGY

This is the study of body organs and their impact on the behavior of human beings. In physiological psychology we study about:

- * Hormones
- * Functions of body organs
- * How they impact on human behavior

Hormones are responsible for every biological behavior. Change in hormone secretion can impact on human structure and behavior.



PHYSIOLOGICAL PSYCHOLOGY

Secretions of growth hormones make you tall or short. Estrogens are female hormones and Androgens are male hormones.

CASE STUDY

Small illness can change your image to other people. There was a girl with weak eyes and she avoids wearing glasses in parties to look beautiful but due to her weak eyes she was unable to recognize people by their faces. So she started ignoring people in the parties because of this weakness. so this little weakness has changed her image in her social circle and people had a view that she don't want to talk to us and she is a proud girl. Consequently, people also started ignoring her.



"WHAT YOU SEE IS A MYOSIN PROTEIN DRAGGING AN ENDORPHIN ALONG A FILAMENT TO THE INNER PART OF THE BRAIN'S PARIETAL CORTEX WHICH CREATES HAPPINESS. HAPPINESS. YOU'RE LOOKING AT HAPPINESS."



BRANCHES OF PURE PSYCHOLOGY

2- COMPARATIVE PSYCHOLOGY

In this branch of pure psychology, we compare different situations, scenarios and species to give a valid statement. We do hypothesis and give certain statements. All psychological rules and principles are outcome of comparative Psychology.



Comparative Psychology

DISCUSSION

Let's consider a statement "Girls are rude than boys". To prove this statement we have to compare number of boys and girls working and living in different places and different scenarios, and after completing our hypothesis we can say it publicly on the basis of our analysis that

"Girls are rude than boys"



BRANCHES OF PURE PSYCHOLOGY

3- DEVELOPMENTAL PSYCHOLOGY

- We study different developmental levels of age in this branch of Pure Psychology.
- As behavior of man changes with respect to the change in his age so we study different classes of age, before birth to death.
- There are normality thresholds for each development class/level. These normality banks should be applied with slight variations.
- We study development of mind and body together in this branch of psychology.



BRANCHES OF APPLIED PSYCHOLOGY

1-EDUCATIONAL PSYCHOLOGY

This branch of psychology is linked with the education. Role of educational psychologist is:-

- To improve educational standards in institutions
- To make difficult subject easier
- Guiding students in selecting their course according to their aptitude/interest
- To build quality of education
- Make use of multiple intelligences
- Everyone has got some unique qualities. Educational psychologist use those qualities to make students work.



EDUCATIONAL PSYCHOLOGY

DISCUSSION

In junior classes, school teachers used to make songs of different poems and even alphabets of A B C D so that students can remember these alphabets with reference to music.



BRANCHES OF APPLIED PSYCHOLOGY

2- INDUSTRIAL PSYCHOLOGY

Purpose of industrial psychology is to get maximum output from the industry.

This is relatively newer branch of psychology. It emerged after World War-1. At that time, the purpose of industrial psychology was to fulfill the needs of advertising and marketing.

Industrial psychology is directly related with employees and management of an industry. Some of the purposes of industrial psychology are:-

- * Providing good working environment in industries
- * Helping management to run smoothly
- * Removing communication barriers between management and employees



INDUSTRIAL PSYCHOLOGY

- Developing good interpersonal relationships between the employees.
- Motivating employees to increase industrial production.
- Helps in recruitment and selection of employees.
- Giving work breaks to employees. (There should be a 15 to 30 minutes break after every 3 hours of continuous work)



INDUSTRIAL PSYCHOLOGY

CASE STUDY

In a certain industry management behavior with the employees was really good and employees were provided with fair rewards and salary. No other apparent problem was there but still the production was not satisfactory.

That industry hired an industrial psychologist in order to understand and solve the production issue. Industrial psychologist visited the production department of the industry and spent some time over there.

He started interviewing employees working in the production department but he found that employees were satisfied and apparently they had no problem in working even they are trying their best to give maximum production.



Industrial Psychology

Case Study

After inspecting the working area of production department. He found that there were no proper lighting arrangements. Bulbs used were hanging very high and light emitting from these bulbs was not suitable for efficient working.

He suggested management to improve the lights of production department. That slight change of lighting resulted drastic improve in production of that industry.



BRANCHES OF APPLIED PSYCHOLOGY

3- CHILD PSYCHOLOGY

Child psychology deals with the following major issues

- How to bring up a child
- Dealing with mental health and importance of physical health
- Study of children development before birth to Age of 12 years
- Monitoring the impact of malfunctioning of any body part and its impact on psychological state.

Parent-child relation is the first human relation. So parents must take care of that in all the ways. All parents must know basics of child psychology in order to deal their children.

At the time of birth a child is just a biological being, but as he keeps on living with us, it starts becoming a social being. He starts interacting with the environment and his/her behavior and health depends upon the environment we provide him/her.



BRANCHES OF APPLIED PSYCHOLOGY

3- CHILD PSYCHOLOGY

Parents must love and cuddle their babies because physical touch of parents develops a feeling of security and protection in the mind of children. Parents should touch, kiss and hug their child.

There should be a good relationship between a mother and father so that child feels it like a bond. There are always some differences of opinion between husband and wife and sometime spouse fight with each other on small issues like that. But the parents who have studied child psychology must not do it in front of their child because it will create a negative impact on his mind and he might start living in his fantasies.



3- CHILD PSYCHOLOGY

For instance:

Parents should ask his opinion while he is doing breakfast.

“What would you like to eat today”?

OR

if they are buying something for him then ask him about his own choice. These small things can create a favorable change in your baby’s life. So we must take care of the.



BRANCHES OF APPLIED PSYCHOLOGY

SOCIAL PSYCHOLOGY

It deals with single individual as a member of group. All of us are a part of society and that society influences us to change our behavior and that is what we study in social psychology.

- * Society affects one's behavior
- * How we perceive other people
- * How these perceptions affect our behavior
- * Interpersonal influences
- * Opinion change about a person, a thing or an idea (mob mentality)
- * Consumer attitude etc



SOCIAL PSYCHOLOGY

CASE STUDY

There is a group of friend and they are spending some time with each other. They ask friend A to sing a song for us. A is a shy guy, he refuses to sing.

Another friend B is also a shy guy. But all friends say; yes! Our friend B is a great singer, he will sing a sweet song for us.

Now to make these expectations of his friends true, B starts singing in his bad voice.



BRANCHES OF APPLIED PSYCHOLOGY

ABNORMAL PSYCHOLOGY

“A person who is not disturbed and properly adjusted in his society and who has got proper perceptive skills is termed as normal”.

A criterion of normality was given by “Hypocrites” while “Sigmund Freud (1856-1939)” gave the idea of psycho-analysis. He also gave the concept of unconscious mind. Any person who deviates from this normality criterion is termed as abnormal. Society plays an important role in making us normal or abnormal.



ABNORMAL PSYCHOLOGY

FOR INSTANCE

- Drinking wine is normal in western society while it is considered abnormal in our society.
- Girls wearing short skirts are normal in other societies but abnormal in our society.
- Child labor is normal in our society but abnormal in many other countries.



BRANCHES OF APPLIED PSYCHOLOGY

CLINICAL PSYCHOLOGY

Clinical psychology is linked with abnormal psychology. In abnormal psychology we study abnormalities and in clinical psychology we diagnose the problem and give right type of medicine to cure the problem. There are number of problems that need hospitalization, medication but many problems can be cured without medicine.

Neurological problems are firstly cured by anti-anxiety drugs, medicines and different therapeutic techniques.



CLINICAL PSYCHOLOGY

SOME THERAPEUTIC TECHNIQUES ARE:-

1. Electro Convulsive Therapy
2. Therapy by conditioning
3. Therapy by modeling
4. Religious Therapy



Clinical Psychology

ELECTRO CONVULSIVE THERAPY:

We give mild electric shocks to the patient to make his brain stimulate.

Religious Therapy:

If you are depressed then you can have confession and prays to remove this.

Therapy by conditioning:

Provide such conditions to the patient for he/she is afraid of



CLINICAL PSYCHOLOGY

EXAMPLE:

If a person is afraid of water then you should treat him step by step. First of all make him capable of watching the water by asking him to sit near the swimming pool. After few days when he becomes used to of that, ask him to near the swimming pool Then to put his legs in the swimming pool and by this gradual process he will be no more afraid of water. Don't directly throw him in the deep water. Remove his fear by a gradual and step by step procedure.



CLINICAL PSYCHOLOGY

THERAPY BY MODELING

If you are afraid of something and your love ones and friends are doing same thing, which will reduce your fear from that For Example if a child is afraid of dark. Then go yourself in a dark room and come out after few seconds to show him that nothing can happen in the dark. Keep doing this and one day he will be no more afraid of dark.

