

Personal PSYCHOLOGY 20

OBJECTIVES

The objectives of the 3-credit courses in psychology are designed to develop within the student the skills and understandings that make it possible for more effective living in our complex environment. The student's attention will focus on the scientific approach to understanding human behaviour so that he or she may appreciate more fully the reasons that underlie one's own acts and those of one's fellows.

CONTENT

1. Introduction to Psychology (Ch 1)

- **Video: Past, Present, and Promise**
 - The Discipline of Psychology
 - Brief History of Psychology
 - Psychology as a profession
- **Film: Endless Questions: Critical Thinking and Research.** This film goes over various methods of research and experimental design. Control group experimental group independent variable.
- Freud and Subliminal advertising

2. Principles of Learning (Ch 2)

- Classical conditioning
- Operant conditioning
- Factors that affect Learning
- **Video: Inside Out: The Learning Machine**
- Learning Strategies
- Learning Complicated Skills
- Modeling

3. Memory, Thought and the Process of Thinking (Ch 3)

- Taking in Information
- Storing Information
- Retrieving Information
- **Video: Inside Out: Film The Mind's Storehouse: Memory**
- Thinking
- Problem Solving

- Creativity

4. Attitudes and Social Influence (Ch 17)

- Attitude formation
- Prejudice
- Discrimination
- Persuasion
- Psychology in Advertising

5. Social Psychology

Peer Pressure and Conformity, Obedience, the Power of the Situation
Authoritarian Society: Psychology of Hitler's Rise

6. Facing Frustration and Conflict

- frustration and conflict
- types of conflict
- desirable ways of responding to
- frustration and conflict
- adjustment mechanisms
- cognitive dissonance

7. Psychological Testing {Ch 12}

- Basic Characteristics of Tests
- Intelligence Testing and cultural Bias
- Personality Testing

8. Abnormal Behaviour Ch 15

- What is abnormal behaviour?
- Anxiety-Based disorders
- Dissociative Disorders
- Mood Disorders
- Drug Addiction Alcoholism
- Eating Disorders

Evaluation

Term marks 85%– based on research projects, exams, presentations.
Final Project 15%