LEARNING OBJECTIVE #1

- Apply principles of sensation and perception, motivation theory, & learning theory to the development of emotions, thoughts, & behaviors.
LEARNING OBJECTIVE #2

- Describe the impact of emotions, thoughts, & behaviors on whole person development.
LEARNING OBJECTIVE #3

- Apply major theoretical aspects of human development to the understanding of the origins of addictive behavior and implications during recovery.
LEARNING OBJECTIVE #4

- Recognize the value of various counseling theories and their contribution to relieving psychological distress.
Introduction to Psychology and Counseling
Introduction to Psychology

- Psychology can be defined as the scientific study of the behavior and thinking of organisms.
- Established as a discipline in 1879.
Psychology

- How people grow, mature and change from birth to adulthood – Developmental Psychology
- How people interact with one another and with their society as a whole – Social Psychology
Psychology

- Diagnosis and treatment of psychological problems – Abnormal Psychology
The Scientific Method

- Proposal of an idea (an hypothesis)
- Test hypothesis
- Results evaluated against idea
The Scientific Method

- Observation
- Surveys/Interviews
- Case Study
- Experiment
Issues in Modern Psychology

- Human nature: good or evil?
- Nature vs. Nurture
- Does who you are depend on where you are?
- Psychology and Society
- Body vs. Mind
- The brain and behavior
Perception

- The process through which people receive, organize and interpret information from their environment.
INFLUENCES OVER PERCEPTION

Perceiver
- Experience
- Needs or Motives
- Values
- Attitudes

Setting
- Physical
- Social
- Organizational

Perceived
- Contrast
- Figure-Ground Separation
- Intensity
- Size
- Motion
- Repetition/Novelty
Influence Factors ➔ Stages of Perceptual Process ➔ Response

- Attention
- Organization
- Interpretation
- Retrieval

Schemas/Scripts

PERCEPTION
Perceptual Distortions

Stages of Perceptual Process

Distortions
- Stereotype/Prototype
- Halo
- Selective Perception
- Projection
- Self-fulfilling Prophecy
- Contrast Effects

Perceptual Distortions
Motivation
What is Motivation?

Motivation = The level, direction and persistence of EFFORT expended
Categories of Theories of Motivation

- Content Theories
- Process Theories
Content Theories

- Motivation results from the individual’s attempts to satisfy needs.
- Profile different needs that may motivate individual behavior.
- Emphasize the “what” aspects of motivation.
MASLOW’S THEORY

LOWER ORDER NEEDS

Physiological
Most basic of all human needs; need for biological maintenance; need for food, water, and sustenance.

Safety
Need for security, protection, and stability in the physical and interpersonal events of day-to-day life.

Social
Need for love, affection, sense of belongingness in one’s relationships with other persons.

Esteem
Need for esteem of others; respect, prestige, recognition, need for self-esteem, personal sense of competence, mastery.

HIGHER ORDER NEEDS

Self-Actualization
Highest need level; need to fulfill oneself; to grow and use abilities to fullest and most creative extent.
McClelland’s Required Needs Theory

- Need For Affiliation
- Need For Achievement
- Need For Power
Process Theories

- Focus on the thought processes.
- Seek to understand the thought processes that determine behavior.
Equity Theory

- People gauge their outcomes relative to others, any perceived inequity impacts motivation.
Expectancy Theory

- Motivation is a result of a rational calculation.
- People exert effort to achieve performance and realize outcomes.
Motivational Stages

- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance
Social Psychology
Human behavior is affected by the behavior of other people.

Concerned with social influences upon the individual

The importance of attitudes
<table>
<thead>
<tr>
<th>Terminal Values</th>
<th>Instrumental Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>A comfortable life (and prosperous)</td>
<td>Ambitious (hardworking)</td>
</tr>
<tr>
<td>An exciting life (stimulating)</td>
<td>Broad-minded (open-minded)</td>
</tr>
<tr>
<td>A sense of accomplishment (lasting contribution)</td>
<td>Capable (competent, effective)</td>
</tr>
<tr>
<td>A world at peace (free of war and conflict)</td>
<td>Cheerful (lighthearted, joyful)</td>
</tr>
<tr>
<td>A world of beauty (beauty of nature and the arts)</td>
<td>Clean (neat, tidy)</td>
</tr>
<tr>
<td>Equality (brotherhood, equal opportunity)</td>
<td>Courageous (standing up for beliefs)</td>
</tr>
<tr>
<td>Family security (taking care of loved ones)</td>
<td>Forgiving (willing to pardon)</td>
</tr>
<tr>
<td>Freedom (independence, free choice)</td>
<td>Helpful (working for others' welfare)</td>
</tr>
<tr>
<td>Happiness (contentedness)</td>
<td>Honest (sincere, truthful)</td>
</tr>
<tr>
<td>Inner harmony (freedom from inner conflict)</td>
<td>Imaginative (creative, daring)</td>
</tr>
<tr>
<td>Mature love (sexual and spiritual intimacy)</td>
<td>Independent (self-sufficient, self-reliant)</td>
</tr>
<tr>
<td>National security (attack protection)</td>
<td>Intellectual (intelligent, reflective)</td>
</tr>
<tr>
<td>Pleasure (leisurely, enjoyable life)</td>
<td>Logical (rational, consistent)</td>
</tr>
<tr>
<td>Salvation (saved, eternal life)</td>
<td>Loving (affectionate, tender)</td>
</tr>
<tr>
<td>Self-respect (self-esteem)</td>
<td>Obedient (dutiful, respectful)</td>
</tr>
<tr>
<td>Social recognition (admiration, respect)</td>
<td>Polite (courteous, well mannered)</td>
</tr>
<tr>
<td>True friendship (close companionship)</td>
<td>Responsible (reliable, dependable)</td>
</tr>
<tr>
<td>Wisdom (mature understanding of life)</td>
<td>Self-controlled (self-disciplined)</td>
</tr>
</tbody>
</table>
Values and Attitudes

- Attitudes are influenced by values
- Both are acquired from the same sources: friends, teachers, parents and role models
The importance of attitudes
Attitudes and Behaviors

- Cognitive component
- Affective component
- Behavioral component
How do we change our behaviors?

- Events that alter the emotional component of an attitude may create an inconsistency that calls for change.
- Persuasive communications can impact us.
- This can lead to a change in behavior.
- The mere act of making a decision can change behavior.
Conformity

- Yielding by individuals to pressures from the group in which they find themselves.
- Peer pressure to conform.
- Theory of social comparisons
Learning Theory
What is Learning?

- Changes in behavior or to changes in the state of an individual’s knowledge that are due to experience
Classical Conditioning
Learning occurs through conditioned stimuli

Stimulus
A person: sees the boss smile and hears boss's criticisms
and later: sees the smile

Behavior
feels nervous
grits teeth
feels nervous
grits teeth

Operant Conditioning
Learning occurs through consequences of behavior

Behavior
A person: works overtime
and later: works overtime again

Consequence
gets boss's praise
Operant vs. Classical Conditioning

- Operant conditioning focuses on what occurs after the behavior (the consequences).
- Classical conditioning is more concerned with what occurs before the behavior (the antecedents).
Reinforcement Theories

- Emphasize the means through which the process of controlling an individual’s behavior by manipulating its consequences takes place.
<table>
<thead>
<tr>
<th>Contrived Rewards: Some Direct Cost</th>
<th>Natural Rewards: No Direct Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>refreshments</td>
<td>smiles</td>
</tr>
<tr>
<td>piped-in music</td>
<td>greetings</td>
</tr>
<tr>
<td>nice offices</td>
<td>compliments</td>
</tr>
<tr>
<td>cash bonuses</td>
<td>special jobs</td>
</tr>
<tr>
<td>merit pay increases</td>
<td>recognition</td>
</tr>
<tr>
<td>profit-sharing</td>
<td>feedback</td>
</tr>
<tr>
<td>office parties</td>
<td>asking advice</td>
</tr>
<tr>
<td>promotion</td>
<td>trips</td>
</tr>
<tr>
<td>trips</td>
<td>company car</td>
</tr>
<tr>
<td>company car</td>
<td>paid insurance</td>
</tr>
<tr>
<td>paid insurance</td>
<td>stock options</td>
</tr>
<tr>
<td>stock options</td>
<td>gifts</td>
</tr>
<tr>
<td>gifts</td>
<td>sport tickets</td>
</tr>
</tbody>
</table>
CONTINGENCIES
When is Reinforcement Inappropriate?

- Behavioral concepts should not be substitutes for good teaching
- Operant conditioning must not be used to manipulate
- External rewards may actually undermine intrinsic interests
- Rewards can communicate that the behavior is inherently worth doing
Observational Learning

- Learning that occurs through exposure to the behavior of others (Modeling)

- Involves three steps: exposure to the responses of others, acquisition of what one has seen and acceptance of the modeled acts as a guide for one’s own behavior.
Modeling

- A rapid form of learning
- May be responsible for the learning of irrational or fearful responses
Child Development
Prenatal Period

- Time from conception to birth
- A time of tremendous growth
Infancy

- Extends from birth to 18 or 24 months.
- Extreme dependence on adults
- Psychological activities are just beginning: language, symbolic thought, sensorimotor coordination and social learning
Early Childhood

- Infancy to 5-6 years of age
- Learning self-sufficiency and caring for self
Middle and Late Childhood

- Ages 6-11
- Formal exposure to the larger world and its culture
- Self-control increases
Theories of Human Development

- Freud’s Psychosexual Theory
- Erikson’s Social-Emotional Theory
- Kohlberg’s Stages of Moral Development
Freud’s Psychosexual Theory

Five Major Stages

- ORAL
- ANAL
- PHALLIC
- LATENCY
- GENITAL
Erikson’s Social-Emotional Theory

- Trust vs. Mistrust
- Autonomy vs. Shame
- Initiative vs. Guilt
- Industry vs. Inferiority
Adolescent/Adult Development
Adolescence

- Period of transition from childhood to adulthood
- Issues: Maturation and Experience, Continuity and Discontinuity
Erikson’s Social-Emotional Theory

- Identity vs. Identity Diffusion/Confusion
- Intimacy vs. Isolation
- Generativity vs. Stagnation
- Integrity vs. Despair/Disgust
Kohlberg’s Stages of Moral Development

- **STAGE 1**: Punishment and Obedience Orientation
- **STAGE 2**: Naïve Hedonism or Instrumental Orientation
- **STAGE 3**: Good Girl or Good Boy Orientation
Kohlberg’s Stages of Moral Development

- STAGE 4: Authority and Social-Order Maintaining Morality
- STAGE 5: Community Rights vs. Individual Rights
- STAGE 6: Individual Conscience
Adolescent Disturbances

- Drugs and Alcohol
- Juvenile Delinquency
- Depression and Suicide
Personality
PERSONALITY

Heredity
physical characteristics
gender

Environment
cultural factors
social factors
situational factors

Personality
Individual Differences

- Demographic Differences
- Aptitude and Ability
- Personality
- Values and Attitudes
Aptitude and Ability

- **Aptitude**
  - A person’s capability to learn something

- **Ability**
  - A person’s existing capacity to perform the various tasks needed for the job
<table>
<thead>
<tr>
<th>SOCIAL TRAITS</th>
<th>PERSONAL TRAITS</th>
<th>EMOTIONAL TRAITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem-Solving Style</td>
<td>Locus of Control</td>
<td>Type A/B Orientation</td>
</tr>
<tr>
<td>Self Monitoring</td>
<td>Self Monitoring</td>
<td>Self Monitoring</td>
</tr>
</tbody>
</table>
### Problem Solving Styles

<table>
<thead>
<tr>
<th>Sensation–Feeling</th>
<th>Sensation–Thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpersonal</td>
<td>Technical detail oriented</td>
</tr>
<tr>
<td>Specific human detail</td>
<td>Logical analysis of hard data</td>
</tr>
<tr>
<td>Friendly, sympathetic</td>
<td>Precise, orderly</td>
</tr>
<tr>
<td>Open communication</td>
<td>Careful about rules and procedures</td>
</tr>
<tr>
<td>Respond to people now</td>
<td>Dependable, responsible</td>
</tr>
<tr>
<td>Good at:</td>
<td>Good at:</td>
</tr>
<tr>
<td>Empathizing</td>
<td>Observing, ordering</td>
</tr>
<tr>
<td>Cooperating</td>
<td>Filing, recalling</td>
</tr>
<tr>
<td><strong>Goal:</strong> To be helpful</td>
<td><strong>Goal:</strong> Do it correctly</td>
</tr>
<tr>
<td><strong>Illustrated by:</strong> Anita Rudick, CEO Body Shop International (International Cosmetics Organization)</td>
<td><strong>Illustrated by:</strong> Enita Nordeck, President Unity Forest Products (a small and growing builder's supply firm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Intuitive–Feeling</th>
<th>Intuitive–Thinking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insightful, mystical</td>
<td>Speculative</td>
</tr>
<tr>
<td>Idealistic, personal</td>
<td>Emphasize understanding</td>
</tr>
<tr>
<td>Creative, original</td>
<td>Synthesize, interpret</td>
</tr>
<tr>
<td>Global ideas oriented to people</td>
<td>Logic-oriented ideas</td>
</tr>
<tr>
<td>Human potential</td>
<td>Objective, impersonal, idealistic</td>
</tr>
<tr>
<td><strong>Good at:</strong></td>
<td><strong>Good at:</strong></td>
</tr>
<tr>
<td>Imagining</td>
<td>Discovery, inquiry</td>
</tr>
<tr>
<td>New Combinations</td>
<td>Problem solving</td>
</tr>
<tr>
<td><strong>Goal:</strong> To make things beautiful</td>
<td><strong>Goal:</strong> To think things through</td>
</tr>
<tr>
<td><strong>Illustrated by:</strong> Herb Kelleher, CEO Southwest Airlines (a fast-growing large, regional airline)</td>
<td><strong>Illustrated by:</strong> Paul Allaire, former CEO, Xerox Corporation (a huge multinational, recently innovatively reorganized)</td>
</tr>
</tbody>
</table>
PROBLEM SOLVING STYLES

- Sensation - Feeling
- Sensation - Thinking
- Intuitive - Feeling
- Intuitive - Feeling
Abnormal Psychology
Abnormal Psychology

- The study of mental disorders – their problems, cause, and processes (Psychopathology)
- Involves impairments, deviance and distress
- Distinguishing psychopathology and normality
Mental Disorders

- DSM-IV classifies mental disorders
- Manifested as symptoms (biological factors) and signs/issues (psychosocial factors)
Assessment

- History
- Mental Status Examination (appearance, behavior, speech, emotion, thought processes, perception, attention, orientation, memory, judgment, intelligence and insight)
Assessment

- Diagnoses (DSM IV)
  - Axis I: Mental Disorder
  - Axis II: Personality Disorder/Trait
  - Axis III: General Medical Conditions
  - Axis IV: Psychosocial & Environmental Problems
  - Axis V: Global Assessment of Functioning
Substance-Related Disorder

- Intoxication
- Withdrawal
- Substance dependence
- Substance abuse
Mental Disorders

- Treatment Goals
- Treatment Plan
- Outcomes of Treatment
Counseling Theories
Psychotherapy and Personal Counseling

- Definition of Terms
- Types of Professionals
- Treatment Settings
- Counseling Theories
Psychotherapy and Personal Counseling: Definitions

- Psychoanalysis to seek understanding of the role of the unconscious mind in current problems
- Psychotherapy
Psychotherapy and Personal Counseling: Professionals

- Psychiatrist
- Psychologist
- Social Worker
- Counselor (LMHC, CAP)
- Therapists
- Physician
- Registered Nurse
Psychotherapy and Personal Counseling: Treatment Settings

- Outpatient
- Day Programs
- Residential Treatment Programs
- Inpatient - Psychiatric Hospitalization
- Inpatient - Detox Unit
Psychotherapy and Personal Counseling: Theories

- Psychoanalytic
- Existentialism
- Gestalt
- Client Centered
- Rational Emotive
- Reality
Psychoanalytic

- Rational and cognitive talking out of repressed material
- Use of dreams, projected drawings, free association and projectives
Existentialism

- No set technique
- Focus on "here and now"
- Deal with what is "real" to the client
- Experiencing with the client
- Talk out repressed material
Gestalt

- Deal with here and now
- Use games, like “empty chair”
- Use “I” language
Client Centered

- No advice giving
- Reflection
- Clarification of feelings
- Empathy
- Helping to talk out repressed material
Rational Emotive

- Active, directive teaching
- Persuading, logic, reasoning
- Challenging beliefs & assumptions
- Talk out repressed material
- ABC
Reality

- Process of teaching/involvement with client
- Must follow 7 steps: be personal, deal with present, make a plan, make value judgments, get commitment, no excuses, never give up
Behavioral

- Applying scientific methods in a humanistic environment
- Set up learning environment
- Goal expressed in behavioral terms
- Behavioral analysis
- Monitoring