**STRUCTURALISM: Breaks down consciousness into objective sensation. (You can assign categories to the way people think.)**

**Wilhelm Wundt: (1832-1920)**

**\*He established psychology as a field of study separate from philosophy & the natural sciences.**

**\*Viewed mental processes as activities.**

**\*Used introspection to come to conclusions.**

**FUNCTIONALISM: Are concerned with how mental processes help organisms adapt to their environment.**

**William James: (1842-1910)**

**\*One of America’s greatest philosophers.**

**\*Trained in medicine; taught as an instructor at Harvard.**

**\*”Cash value” –to focus on how practical & productive an idea is.**

**\*Successful actions become habits—through repetition it becomes automatic.**

**PSYCHOANALYSIS: Emphasizes the importance of unconscious motives & internal conflicts in understanding human behavior.**

**Sigmund Freud: (1856-1939)**

**\*Gained understanding of human behavior through consultations with patients.**

**\*Encouraged them to talk through their problems (“talking cure”)**

**\*Goal was to release powerful energy he believed was locked in the unconscious mind.**

**\*Believed the unconscious (sexual/aggressive urges) was more important than the conscious experiences.**

**BEHAVIORISM: The scientific study of observable behavior.**

**John Watson: (1878-1958)**

**\*We can be conditioned by external events.**

**\*Saw consciousness as a private event, only known to the individual.**

**\*Rewarded based on behavior.**

**\*Psychology is limited to observable, measureable events—not conscience.**

**B.F. SKINNER: (1904-1990)**

**\*Believed that behavior depended on what happened after a stimulus (reinforcement rewards) and not before. He called this “operant behavior”.**

**\*People & animals learn the same way.**

**\*The effort to study personalities/feelings was unscientific.**