

APPLIED PSYCHOLOGY

- Chapter 1 Introduction to Psychology
- Chapter 2 Biological Basis of Behavior
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- Chapter 5 Personality
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Introduction to Psychology

Learning Objectives

After reading this chapter, students will be able to:

- Develop good knowledge on basics of psychology
- Implement the same in their clinical practice
- Understand the relationship of psychology with other subjects
- Know about significance of psychology in nursing

Chapter Outline

- Introduction
- Meaning of Psychology
- Definition of Psychology
- Development of Psychology
 - Scope of Psychology
 - Branches of Psychology
- Methods of Psychology
- Relationship with other Subjects
- Significance of Psychology in Nursing
- Applied Psychology to Solve Everyday Issue
- Conclusion

Keywords

- | | | |
|----------------------------|--------------------------|-------------------------|
| • Psychology | • Geopsychology | • Observation method |
| • Pure psychology | • Educational psychology | • Experimental method |
| • Applied psychology | • Clinical psychology | • Case history method |
| • Abnormal psychology | • Legal psychology | • Developmental method |
| • Physiological psychology | • Industrial psychology | • Survey method |
| • Social psychology | • Military psychology | • Comparative method |
| • Developmental psychology | • Political psychology | • Statistical method |
| • Experimental psychology | • Introspection | • Psychoanalytic method |

INTRODUCTION

The word 'psychology' is uncommon to public in comparing with other subjects like physics, chemistry, biology, etc. Psychology was not considered as a separate subject in olden days and was incorporated with philosophy. Psychology is mostly popular in the public media and is also a part of our day-to-day life. Most people think that the major use of psychology is in the treatment of abnormal behavior of individuals. In the year 1590, the word 'Psychology' was used by Rudolph Gockel. William James used the word 'mind' instead

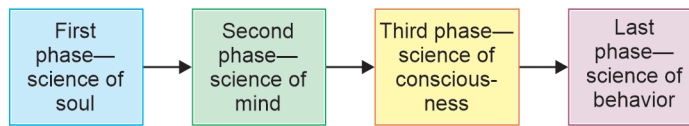


Figure 1: Phases in meaning of psychology

of ‘soul’ in 1890. In other words, soul means spiritual or eternal component in an individual. The word, ‘psychology,’ was coined by Philosopher Aristotle.

MEANING OF PSYCHOLOGY

The word, ‘psychology,’ is derived from Greek words *psyche* means soul and *logos* means study, making a combined meaning, the study of soul. Hence, it is defined as the study of soul or spirit. It comprises following phases. First phase means the science of soul, second phase means science of mind, third phase means science of consciousness and last phase means science of behavior (Fig. 1).

- **First phase:** First phase is Psychology as the science of soul. Great Philosophers such as Aristotle, Democritus and Plato elucidated the psychology as the study or science of soul. Somehow, the word soul could not be explained in proper way. Hence, the meaning of psychology with reference to soul was not accepted.
- **Second phase:** Second phase is Psychology as the science of mind. Philosophers like Immanuel Kant, who was a German philosopher and others, found fault with the psychology as a science of soul alternatively lead by the stress on the mind. But they did not produce the absolute nature of mind of an individual. As the concept given by them was not clear and satisfied, so the term ‘psychology’ as the science of mind was not in progression.
- **Third phase:** Third phase is the Psychology as the science of consciousness. The term Psychology as the science of consciousness was considered by psychologists, like William James, Wilhelm Wundt, and others. The word given by the psychologist meant awareness or alertness of wakefulness. The meaning of psychology in terms of consciousness was also rejected.
- **Last phase:** The last phase is science of behavior. American Psychological Association recommends Psychology as a multifaceted discipline and includes many sub-fields of study including the areas of human development, sports, health, clinical, social behavior and cognitive processes.

DEFINITIONS OF PSYCHOLOGY

“The scientific study of mental process and the human behavior is known as Psychology.”

—*Oxford American Dictionary*

“It is the science of human and animal behavior and which includes the application of the science to getting solution for human behavior.”

—*Clifford T Morgan*

“Psychology is the science which helps to understand and control the behavior of any organism.”

— *William McDougall*

“Psychology is defined as the study of mental behavior which includes thinking, reasoning and imagining and bodily behavior refers to the movements of the body due to sensation.” —*Crow and Crow*

“Psychology is the scientific study of the activities of the individual in regards to his environment.”

— *Robert Sessions Woodworth*

“Psychology is the science of mental life, both of its phenomena are such things as we call feelings, desires, cognitions, reasoning and decisions.” —*William James*

MAJOR PERSPECTIVES OF PSYCHOLOGY

Let us see some major perspectives of psychology shown in Table 1.

A BRIEF HISTORY OF PSYCHOLOGY

Psychology is a different area of study which splits away from philosophy a little over 1000 years of age. The successes of the experimental method in the physical sciences inspired some philosophers to reflect that mind and behavior could be studied with scientific methods.

In 1879, the first psychological laboratory was established at the University of Leipzig by the German philosopher and psychologist Wilhelm Wundt (1832–1920).

Wundt was the first to calculate human behavior accurately and is known as the father of Psychology.

William James, Wilhelm Wundt and other psychologists of the time thought of psychology as the study of mind. In the first decades of the twentieth century, psychologists came to grasp quite various views about the nature of mind and the finest ways to study it. Schools of thought framed among these psychologists. These schools of thought were called the schools of psychology.

- **Structuralism:** This primary school of psychology grew up around the ideas of Wilhelm Wundt in Germany which was established by one of Wundt’s students, Edward B Titchener (1867–1927). The aim

Table 1: Major perspectives of psychology

S.No	Nature	Explanation
1.	Biological perspective	Biological perspective tries to correlate people’s behavior and mental events (monitored through their behavior) which involves the functions of the body especially on the nervous and glandular systems.
2.	Cognitive perspective	In cognitive perspective, the behavior and mind are understood by getting information from the surroundings received by the senses processed. Such processing is referred as the individual’s experience. Differences in the method of gaining information may lead to differences in behavior.
3.	Social perspective	Social perspective is interested in the interconnections between and among people which influence the mind and behavior.
4.	Developmental perspective	The developmental perspective is based on characteristically changes which happens in people as they mature and change in the method they think.
5.	Humanistic perspective	The humanistic perspective highlights an individual’s sense of self and each person’s attempts to attain personal competence and self-esteem. The goal of humanism is to help each individual to achieve his full potential in life.
6.	Psychoanalytic perspective	Present psychoanalytic perspective or psychodynamic perspective focuses on historical forerunner, on the unconscious motives and defense mechanisms which investigate themselves in mental life and behavior.

of the structuralism was to identify the units or elements, which make up the mind. The main method used to invent these elementary units of mind was introspection.

- **Gestalt psychology:** This school of psychology was founded in Germany about 1912 by Max Wertheimer (1880–1943) and his colleagues. These psychologists felt that structuralisms were faulty in thinking of the mind as being made up of elements. They fought that mind could be thought of as proceed from the whole pattern of sensory activity and the relationships and organizations within this pattern.
- **Functionalism:** Functionalists such as John Dewey (1873–1954), James R Angell (1869–1949) and Harvey Carr (1873–1954) proposed that psychology should do “what mind and behavior do”. The functionalists carry out experiments on the methods in which learning, memory, problem solving and motivation help people and animals adjust to their surroundings.
- **Behaviorism:** This school of psychology was derived by John B Watson (1879–1958). He insisted that psychology should be narrowed to the study of the activities of people and animals with their behavior.
- **Psychoanalysis:** Psychoanalysis was established by the psychiatrist Sigmund Freud (1856–1938). He expanded a theory of behavior and mind which vocalized that what we do and think results from urges or drives, that find expression in behavior and thought. It is the expression of the unconscious drives which gives up in behavior and thought. The term unconscious motivation thus describes the key idea of psychoanalysis.
- Today, psychology is practiced as a blend of different methods. Current psychologist uses one method more than the other but depends on all the methods which has been established in the past. Different viewpoints on importance in understanding the mental life and behavior characterize the present outlook. Among these the major perspectives of psychology are the behavioral, biological, cognitive, social, developmental, humanistic and psychoanalytic aspects.

DEVELOPMENT OF PSYCHOLOGY

The development and milestones in the psychology are described in Table 2.

Table 2: Development and milestones in the psychology

Year	Development
1879	First experimental laboratory of Psychology was inaugurated by Wilhelm Wundt at the University of Leipzig, Germany.
1883	First American Psychology laboratory was established by G. Stanley Hall, a student of Wilhelm Wundt, at Johns Hopkins University.
1886	Joseph Jastrow, a student of Stanley Hall, got first doctorate in psychology at Johns Hopkins University.
1888	James McKeen Cattell is the first professor of psychology in 1888 in the United States.
1895–1896	Functionalist model formulated Functionalism: Early school of psychology mainly focuses on the acts and functions of the mind-American Advocates (William James and John Dewey). Psychoanalysis: Founder of psychoanalysis, Sigmund Freud. Psychoanalytic approach asserts that people are motivated by powerful, conflict and unconscious drives. Structuralism: Edward B. Titchener is a proponent of structuralism and publishes his outline of Psychology. First Psychology clinic: World’s first Psychology clinic at University of Pennsylvania was opened by Lightner Witmer.

Contd...

Year	Development
1900	Sigmund Freud introduced the theory of psychoanalysis
1901	Manual of Experimental Psychology published the introduction of structuralism in United States by Edward Bradford Titchener.
1904	Ivan Pavlov won Nobel Prize for the work on digestion that led to fundamental principles of learning First woman president of American Psychological Association was Mary Calkins at Wellesley College, Harvard University.
1905	Mary Calkins worked on memory. Alfred Binet and Theodore Simon developed a scale of general intelligence on the basis of mental age by using standardized tests.
1908	"Mind That Found itself" was published by Clifford Beers.
1913	"Psychology as Behavior" was published by John B Watson.
1915	Strong emphasis on intelligence testing.
1917	Two million U.S. soldiers during World War –I were tested by Standardized intelligence and aptitude test.
1920	Gestalt psychology most influential Francis Cecil Sumner got first American doctorate in psychology under G Stanley Hall at Clark University. The child's Conception of the world was published by Swiss psychologist Jean Piaget.
1921	Personality test based on patient's interpretation was established by Swiss psychiatrist Hermann Rorschach.
1924	Behaviorism was published by John B Watson.
1925	Menninger Clinic was found by Charles Frederick Menninger and his sons Karl Augustus and William Claire in Topeka, Kansas.
1927	Menninger got first prize for psychological research.
1929	EEG- Electroencephalogram was invented by Psychiatrist Hans Berger. He tested it on his son.
1935	Bob Smith of Akron founded Alcoholics Anonymous. He framed AA's group meetings format and 12 step programme. Kurt Koffka published principles of Gestalt Psychology in 1935.
1936	First frontal lobotomy was performed by Walter Freeman in the United States at George Washington University in Washington.
1938	Behavior of Organisms was published by BF Skinner. Electroconvulsive therapy began by Italian psychiatrist and neuropathology Ugo Cerletti and Lucio Bini associated to treat human patients with electrical shock.
1946	Anna Freud published, "The Psychoanalytic treatment of children' which introduces the basic concepts in the theory and practice." National Mental Act was passed signed by US President Harry Truman. This Act helped in the creation of the National Institute of Mental Health (NIMH) in 1949.
1953	First edition of "Ethical Standards of Psychologists" was published by American Psychological Association.
1954	"Motivation and Personality" was published by Abraham Maslow.
1956	George A Miller in 1956 wrote an article on "The Magical Number Seven, Plus or Minus two" on information processing in an early application of the cognitive approach. (Cognitive Psychology)

Contd...

Year	Development
1957	Leon Festinger published A theory of Cognitive Dissonance, which produces a major impact on social psychology.
1976	Richard Dawkins published The Selfish Gene that popularized the design of evolutionary psychology.
1985	Increasing importance on cognitive perspective.
1990	Increasing importance on multi-culturalism and diversity. Four Lectures and Jerome Bruner on mind and culture helped formulated Cultural Psychology.
2000	New subfields such as evolutionary psychology and clinical neuropsychology were developed.

SCOPE OF PSYCHOLOGY

Scope of psychology is too broad which describes and explains the behavior of the individual organism. Behavior is collective type of activities which is involved in our day-to-day life. The study of psychology is not only limited to the human being's behavior but it also deals with the behavior of animals, birds, insects and plants. The scope of psychology has been expanded in various fields in social sciences which is composed of pure science and applied sciences.

BRANCHES OF PSYCHOLOGY

The scope of psychology describes about the branches and the in-depth knowledge about the subject matter it deals with. Each branch considers a separate specialty. The branches of psychology can be classified into two main divisions such as Pure Psychology and Applied Psychology.

Pure Psychology

Pure Psychology explains about the theory and the framework. The Pure Psychology can be further classified into eight divisions such as General Psychology, Experimental Psychology, Physiological Psychology, Abnormal Psychology, Social Psychology, Developmental Psychology, Geopsychology and Para Psychology (Fig. 2).

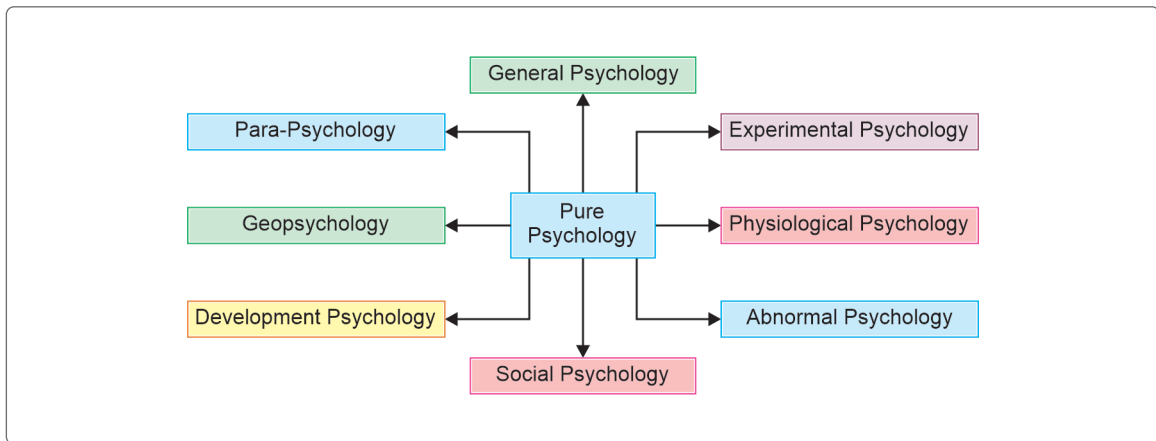


Figure 2: Branches in pure psychology

- **General psychology:** Fundamental rights and general principles of psychology were discussed in this branch. It is considered as a broad field of psychology. Various topics were explained in General Psychology such as behavior of human beings, learning, perception, attention, intelligence, attitude, motivation and emotions.
- **Experimental psychology:** “A study to describe something new for knowledge.” Human nature is too enthusiastic to identify something new or create something new, can do new research about various related areas. So, if nurses have knowledge about this area, she/he can manage many problems of people.

The methods and means of conducting the psychological experiments which are carried out in laboratory situations following scientific methods for the study of human behavior and mental processes were explained in this branch. Human beings, animals and birds were used as subjects for these experiments.

Example: Humans have excellent talent and mind for creating something new in their lives. They possess good talent about utilizing technology for achieving goal and excellent curiosity to create and know something new, so if nurses have adequate knowledge about this area, they can manage and solve so many problems.

- **Physiological psychology:** Physiological psychology explains about the relationship between biological and physiological processes of behavior. The branch of this psychology explains about the internal environment and physiological structure and functions of body especially brain, nervous system, sense organs and functioning of glands which are involved in the activity of conative (intelligence), cognitive (knowledge and comprehension) and affective (attitude or emotion) of human being's behavior. Specialists in this particular field pay special attention which shows changes in human behavior due to the effect of genetic factors, bodily factors and the drug factors.
- **Abnormal psychology:** It is that branch of Psychology which deals with the abnormal behavior of an individual in relation to their surroundings. This branch explains about the disease's conditions and its causes, symptoms and treatments. It describes four aspects of the individual behavior (4 D's) such as deviance, distress, dysfunction and danger.
 - **Deviance:** Behavior that is deviant from the normal behavior and mostly considers the cultural aspects of the society.
 - **Distress:** The individual's behavior which may cause distress to the individual, family members and society at huge level.
 - **Dysfunction:** A behavior which intrudes with the daily activities of the person leading to the maladjustment.
 - **Danger:** Individual's behavior may cause danger to himself or to other members in the family or society.
- **Social psychology:** “A study of social environment and social people.”

Human is a social animal who lives in the society so if nurses have a social psychological knowledge then he/she can manage so many problems of the people. Nurses easily identify social problems of society. Most people live together, no one can live alone and each person has a different nature, attitude, personality and many more. Thus if nurses have knowledge of social psychology, he/she can easily understand the nature, personality, social norms, tradition, culture of the society and solve various problems related to human and society.

This branch deals with all the aspects of behavior of human being which relates with the social environment. It describes about the process of communication, interpersonal relationship, formation and change of attitude, leadership, social relationship, group conflict, group behavior, etc.

- **Developmental psychology:** It describes about the growth and development of behavior pattern such as motor skills, intelligence, thinking, emotion and their personality in each and every stage of human being from conception to death (Fig. 3). It also aims the changes happening at every stage of life and the factors which ease and block the development. This developmental psychology has further classified into subfields such as child psychology, adolescent psychology and adult psychology.
 - **Child psychology:** It describes about the development of behavior of the children from the birth to period reaches till adolescence (age up to 12 years).
 - **Adolescent psychology:** It deals with the process of growth and development, personality characteristics, interests, attitudes, aptitudes, behavioral changes and maladjustment during adolescence period. The knowledge of adolescent psychology helps the elders to understand their problems arising during the adolescent period in guiding them in proper adjustment in their personal and social life.
 - **Adult psychology:** It describes about the behavior of a matured person and his emotional activities, social behavior and intellectual action. It helps the counselors, workers and the teachers of adult education to better understand and guide the adults properly in their personal and social progress.

Example: Every human being has unique right to create himself/herself and day by day, he/she can develop his/her body, mind and skill. Nurses have knowledge to understand other human's nature, attitude, personality and thus can solve many problems of people.
- **Geo-psychology:** Geo-psychology branch explains about the physical environment such as climate, weather, soil and landscape in relation with behavior.
- **Para-psychology:** It describes and explains about the alleged psychic phenomena such as extra sensory perceptions which are present in telepathy, precognition, etc., and paranormal claims (e.g., near death experiences or re-birth).

Applied Psychology

Applied psychology is the practical experience which is generated by theory through pure psychology. In this branch, the methods of applications of psychological principles, rules, theories and techniques related to the real-life situation are described. Applied psychology may be classified into further sub branches such as educational psychology, industrial psychology, legal psychology, military psychology, political psychology and clinical psychology.

- **Educational psychology:** It is the educational psychology which deals with the application of psychological theories, principles and techniques with human behavior in relation to educational situations. This field



Figure 3: Development of human being

helps the teachers to teach, learners to learn and administrator to administer and educational persons to plan and implement effectively. It helps to design educational system through learning theories, motivation and personality.

- **Industrial psychology:** This branch deals with the application of psychological theories, principles and techniques of human behavior in relation to the environment of industry. The subject matter of this branch covers the selection, training and placement of human capital, builds up the morals of the employer, develops good relationship between the employer and employees, solves the problems of the labor, advertising and sale of the products. It helps to improve the quality production and bring a good improvement in work output.
- **Legal psychology:** The behavior of the criminals and witnesses with their respective surroundings are dealt in this legal psychological branch. It helps in improving the ways and methods of identifying the crimes, false witnesses and the other difficult cases. This branch helps to find out or detect and understand the root causes of the crime, dispute and offence and any other legal issues properly. Rehabilitation measures and correct reformatory practices have been carried out in this branch.
- **Military psychology:** It is that branch of psychology of the human behavior in relation to the military sciences through the use of psychological theories, principles and technique. The content or the topic covered in this branch are the citizen skills during war period, soldier's morale, training of fighting practices during critical war time and intelligence services, group behavior, better recruitment and selection of eligible individual for the armed forces, leadership role, judgment of public opinion, fighting capacities, and organizational climate.
- **Political psychology:** This branch is study of politics and developing political techniques by applying psychological theories, principles and techniques. The branch of political psychology covers certain topics such as qualities of the leadership, group behavior, art of diplomacy, judgment of public opinions.
- **Clinical psychology:** A study to understand the unhealthy people's behavior who take treatment in different areas such as hospital, clinic, nursing home, dispensary."

Human is a social animal so he/she can work anywhere in the world. Due to work or livelihood processes, he/she can change his/her mind and develop bodily abnormalities like tension, frustration, imbalance in interpersonal relationships and need to take care of their abnormal situation. Thus, nurses have knowledge of this field to solve many problems of people.

Example: Every human being maintains his/her life by interaction with other people. He/she can maintain relationship and adjust life but some circumstances, situations and mismanagement of time schedule can develop maladjustment, frustration, conflict and need of treatment and hospitalization. Thus, if nurse has adequate knowledge about this field, he/she can solve various problems of the people.

Other Areas in Psychology

Psychology plays roles in other areas as well, such as cyber psychology, health psychology, aviation psychology, engineering psychology, sports psychology, forensic psychology, rural psychology, environmental psychology, neuro psychology and work or institutional psychology. The most important has been described below.

- **Cyber psychology:** "A study to identify various problems related to use of special web techniques in human life." Nowadays, humans are used to various electronic media, technique and many more in their life to solve day-to-day problems. Sometimes, he/she may create suspicious characters on websites and may develop lots of trouble in their life. So, if nurses have knowledge of this psychology, he/she may solve various problems of people.

Example: Humans use their minds in hazardous techniques and may create inappropriate work with the use of electronic technology and suffer abnormal health. Thus, the knowledge of cyber psychology helps the nurses to solve problems related to technology.

Some of other scopes of the psychology like educational psychology, animal psychology and media psychology which are related to educational growth of humans, knowledge related to animal life patterns and knowledge related to various television channels.

- **Sports psychology:** “A study of people’s special characteristics like sportsmanship and behaviors related to exercise, physical activity and gaming.” A person born with special characteristics like playing game or sports has special talent so if nurse has knowledge about identifying this talent then they can try to solve the various problems of these people (Fig. 4).



Figure 4: Sports psychology

Example: Humans have excellent skill to create herself/himself in special characteristic like sportsmanship. Every sportsman has different skill, talent, and power to develop herself/himself in sport. So nurse can identify and understand sportsman skill, power and talent and thus can solve problem of sportsman.

- **Human psychology:** “A study of human behavior.” Human is a social animal with qualities of mind, brain, communication skills and under stable sense. Each and every human has different nature, attitude, skill and talent, thus if nurse has knowledge of this area, she/he can manage various problems of the people.

Example: Humans have excellent talent, good understanding skill and good communication skills and thus are successful in their existence. Nurses should have adequate knowledge of human psychology to easily understand the other people’s life problems and try to solve it.

- **Institutional psychology:** “A study of place where lots of people gather and work.” Humans need to develop their self, to create their status, to educate and to develop their work area to maintain their life in different areas such as college, school, industries. So, if nurses have knowledge of these areas, he/she can solve many problems of individuals.

A person works for livelihood and stable life status in different places such as industries, educational institutions, labor court, entertainment field and many more. Most people work with other people so they face adjustment problem, communication problem, money problem and thus create tension in their lives. If nurses have knowledge about institutional work pattern, rules and regulation, then they can solve many more problems of institutional and organizational problems easily.

METHODS OF PSYCHOLOGY

PSYCHOLOGY The study of human behavior in each and every aspect can be described systematically and scientifically through techniques or approach known as methods of psychology. Each of these methods has its own advantages and disadvantages depending upon the purpose of the study and its circumstances. The major methods of psychology are introspection method, observation method, experimental method, survey method and case history or clinical method (Fig. 5).

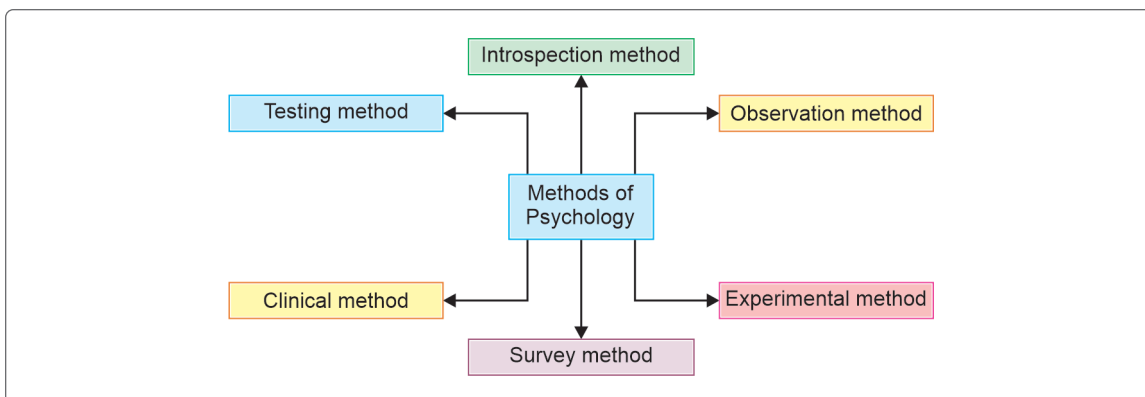


Figure 5: Methods of psychology

Introspection Method

In ancient days, the behavior of humans was analyzed through a method of self-examination or self-observation known as introspection. It is the oldest method of studying an individual's behavior. The word introspection can split into two words, “intro” means inward or within and “spection” means looking. These two words combined together give the meaning of looking inward or looking within. It is otherwise called inner perception which helps the individual to get into their own mind. It is a kind of self-observation or self-examination in which an individual perceives, analyzes or assesses and reports his own feelings that has taken part in his mind during the time of mental act. For example, during the time of anxiety, anger or fear, an individual may be asked to identify by his own examination what he felt, or thought at the period of experiencing such kind of emotion.

Merits

- It helps to understand the behavior of an individual fully.
- Less expensive which does not need any apparatus or laboratory.
- Easily available and simple method.
- This method helps to provide direct and immediate knowledge of our own mental processes.
- This method of introspection helps us in gaining the in-depth knowledge of our inner experiences as a result the inner behavior of a person in the form of thinking or feelings can be found through introspection.

Demerits

- This type of method cannot be used for mentally challenged, children and animals because they cannot do self-examination.
- It is not able to assess an individual's mind by another person.
- The result of introspection cannot be verified by another examiner. The science is proved by observation under experimental conditions but introspection cannot be verified under any observation, hence, it is an unscientific method.
- The individual may not have the self-perception or insight to understand their conditions to describe the statement accurately.

- This method destroys the process which is aimed to study thus making the study difficult. For example, ask the individual to report his feeling at the time when he gets angry. When he starts looking, his anger gets changed and mental process is modified to another extent. If the individual does not want to modify the mental process, he should assess it after the process gets finished, instead of assessing during the process.
- This method lacks in reliability, validity and objectivity.
- This method is not applicable for the person who is sick because he may report aches and pains instead of reporting about his actual feelings.
- Studying behavior through introspection method has limited scope because it can be applicable only for normal adult human beings.

Observation Method

Observation is the best and important tool in almost in every scientific study. Observation method is the collection of data by observing and analyzing an individual's behavior and interpretation of the perceived behavior. This method is otherwise called naturalistic observation. It is an indirect aspect of studying the mental processes. In this method, the conditions under which the behavior is to be observed cannot be controlled, it can be observed in natural situation or settings.

For example, when an individual is angry, the other person can observe his behavior such as grinding teeth, raising eyebrows, howling, closing fists and any bodily changes, etc. Nurse reports about an undiagnosed patient after observation at the time of admission such as general appearance, restlessness, gesture and temperature, etc. This method is used in observing the group of children playing in playground or studying in classroom. During this time, what they are doing, how they are speaking, how they are playing, can be observed.

The styles and the ways of observation may vary. It can be classified into four types such as formal observation, informal observation, participant observation and non-participant observation.

- **Formal observation**
 - The observation may be carried out in a formal way.
 - Providing information about the nature and purpose of the observation.
 - Orientation about the observer.
 - Date, time and place of the observation assessed.
 - Pre preparation of the necessary articles for observation.
 - For example, announcement of inspection to the hostel inmates, school inspection, inspection to the bride or groom's house.
- **Informal observation**
 - This observation is carried out in an informal way.
 - It doesn't need any prior information about the nature, purpose, date, time and place.
 - It is a sudden, and casual way of observing the individual's behavior or activities.
 - It gives the true action of the behavior for particular event or situation.
- **Participant observation**
 - In this type, the observer acts a part or involve in the group activities to observe the behavior of an individual for better understanding or closer look.
 - For example, play activities, joining them on excursion, mingling between the people of the tribes to study about the behavior of tribes
 - It is a good opportunity for the observer to analyze accurate behavior of an individual.

- **Non-participant observation**

- The observation cannot be accessed directly by the observer or the observer stays away from the group activities.
- The observation results may be collected from other observer or through electronic devices like camera, audio recording or video recording, etc.
- The observation can be done by staying far away and observing an individual's behavior through telescope secretly.

Observation Process

The observation method process requires five systematic steps for the investigation of an individual's behavior (Fig. 6).

Step I: Adequate Planning and Preparation

- Proper planning for observing an individual, leads to success, hence adequate planning must be done beforehand.
- What to observe regarding the type of behavioral activities?
- How to observe the behavior of the individual? What method to be used?
- Where to observe? (Situation or environment)
- When to observe?
- What kind of difficulties and obstacles occurring during observation? How to overcome these difficulties?
- How can the interpretation of an observation made be informative, reliable and valid?

Step II: Observation of the Behavior

This is the second step where the actual observation done by the examiner is done as planned in the preparation step. Observation of the behavior is based on nature and purpose of observation, environmental situation, and the availability of the resources.

Things to be followed for better result:

- Observation of the behavior should be done in a naturalistic condition without informing the subject which helps to get natural and spontaneous behavior.
- Observation of the behavior should be done in effective way where eyes and ears play a major role to listen and observe respectively.

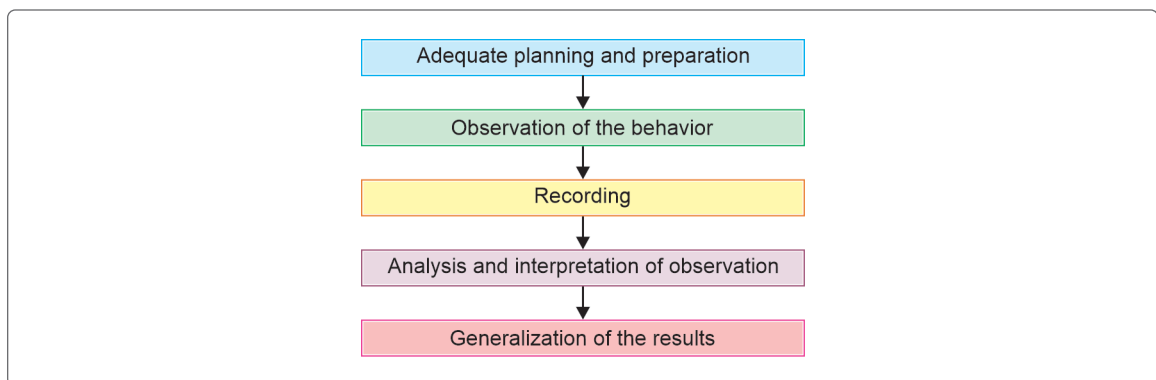


Figure 6: Steps involved in observational process

- Repeated observation is required for desirable validity, reliability and objectivity because single observation will not lead to judge the subject properly.
- Preparation of checklist about the behavior to be observed helps the observer from missing or forgetting something.

Step III: Recording

- Use electronic devices like telescope or camera for observing the behavioral activities when the observer is away from the examinee.
- Adequate arrangement is needed for using electronic equipment.
- Automatic recording devices can also be used for accurate analysis and interpretation of the behavior.

Step IV: Analysis and Interpretation of the Observation

Deep and close analysis of the data collected about the behavior and personality traits of an individual and providing accurate interpretation is done in this fourth step.

Step V: Generalization of the Behavior

Interpretation of the results will be related to certain psychological theories and principles which can be applied to other circumstances of the life. The findings may help the nurses who are under training to apply in all the wards of the hospitals, caring centers, like old age homes and orphanage homes. This is generalization of the behavior.

Merits

- It is an efficient method when compared to other psychological methods.
- It is more flexible and natural method.
- Highly economical.
- It does not need any instrument and laboratory.
- This method helps to observe the behavior in a natural setting instead of controlled setting which gives the accurate emotion.

Demerits

- Trained observers are required for this method for better observation and interpretation.
- It is very difficult to know the mind of others by observing through external behavior.
- Subjectivity factors on the part of the observer and the observation process affect the examiner's interpretation.
- This method of observation faces failures in judging the individual's behavior in cases of hypocrisy.
- It is deficit in repeatability of observing in natural settings because behavior is observed only once in the particular time and place.
- It is a difficult task for the observer in recording the event and data in a proper timing.
- It is not able to develop proper cause and effect relationship.

Experimental Method

Experimental method is the most objective and scientific method of analyzing the behavior of an individual. Experiment is the term derived from Latin word *experimentum*, which means "to try, or "put to the test." Experimentation is defined as the observation and recording of an individual's behavior under

controlled conditions. It is also defined as the study of relationship between dependent and independent variable under the controlled situations or conditions.

Essential Features of the Experimental Method

- In these psychological experiments, two persons are needed, one is experimenter and the subject.
- **Experimenter** means the person who performs the experiments. **Subject** means the person on whom the experiment is conducted. Other two essential things are laboratory and apparatus. **Laboratory** is the place where experiment is carried out. **Apparatus** is the instrument and various test materials which are used in the experiment.
- Psychological experiments can be performed only on living organisms, whereas in physical sciences, it can be performed on dead things and inorganic subjects.
- Experimental method should include the problem statement, hypothesis, design, variables (independent variable, dependent variable and extraneous variable), control (experimental group and control group).
- Eliminate the irrelevant conditions or variables by controlling the variables or conditions which help to isolate the relevant ones.

Steps in Experimental Method

The following are the steps involved in the experimental method (Fig. 7).

Step I: Stating the problem: The first step in an experiment is stating the problem. For example, to study the effects of smoking on physical and mental health of students.

Step II: Formulation of hypothesis: Hypothesis is a tentative answer to the problem. Hypothesis can be framed as smoking is harmful for physical and mental health of students. This hypothesis will be tested.

Step III: To find out independent and dependent variables: The effect which brings the changes or interventions will be said as independent variable and the other as dependent variable. The independent

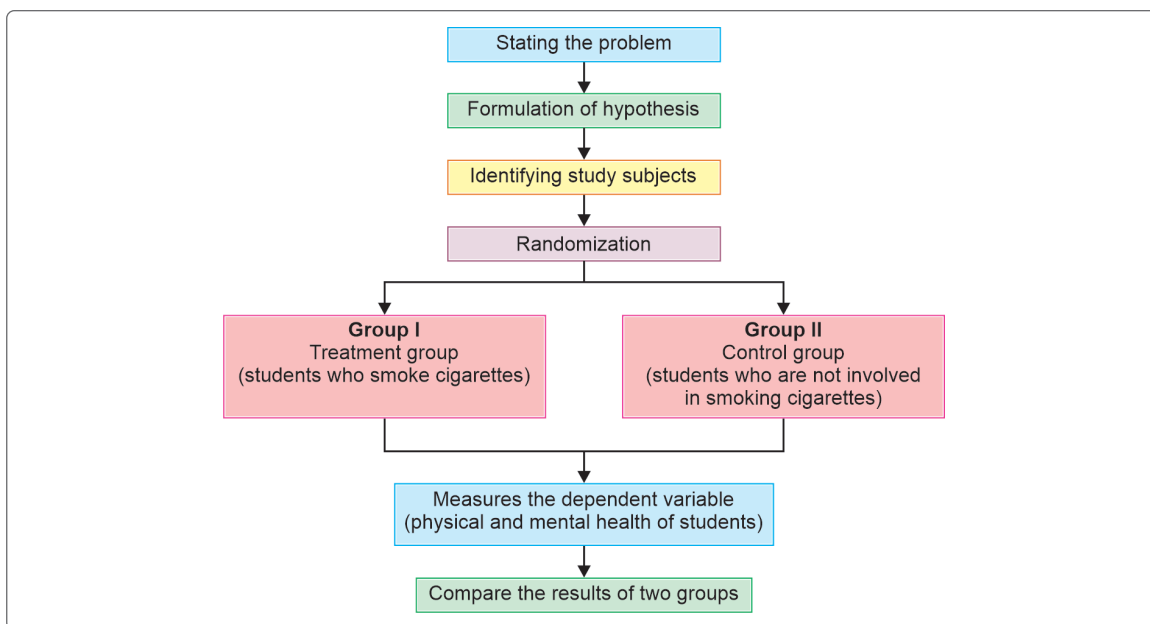


Figure 7: Steps involved in experimental method

variable stands for the cause and dependent variable is considered as the effect of the cause. For example, physical and mental health-dependent variables and smoking-independent variable.

Step IV: Arranging the environment: The variables are objectively monitored under controlled environment. For example, physical and mental health of students who are smoking will be monitored. In experimentation, the specified independent variables will be allowed to change. Factors other than the independent variable must be held constant.

Step V: Analysis of the results: Generally, the subjects of the experiment are divided into two groups, one is controlled group and the other is experimental group. Both group can be compared statistically. For example, smoker's and non-smoker's mental and physical health can be compared and analyzed.

Step VI: Testing of the hypothesis by the result of experiment: The results may prove or disprove the hypothesis.

Merits

- The findings can be verified by repeated studies under the same conditions.
- Enough subjective information of the problem can be obtained by this method. Results provided by this method are verifiable and more reliable.
- The results of the experimental method are specific, accurate and efficient.
- Knowledge of cause and effect provided by this method enhances the platform for further experimentation.

Demerits

- The similar response of an individual behavior cannot be obtained in natural situation because the experimental methods are done in a controlled situation.
- It requires laboratory environment.
- It is very expensive and time-consuming method.
- It needs specialized knowledge and skillful practices.
- All kinds of psychological problems cannot be assessed under this method as it has a limited scope.
- Obtaining cooperation of the participants is very difficult.
- Assessment tools of the human behavior are poorly designed.

Survey Method

- Normative survey method is the observations done outside the laboratories in the actual settings or environment by using survey technique. This is otherwise called field survey method or differential method.
- The survey method is mostly used in social sciences and psychology studies to collect the data about what exists by studying and assessing important behavior and characteristic which are related to an existing group.
- Field survey method is based on individual differences. Hence, all the measures are applied to determining the differences of individual that are involved in this method.
- In this method, the investigator or the observer has to go to area or field for investigation.
- In this method, the interests, aptitudes, attitudes, personal characters and habits, etc. of an individual or group can be studied with the help of survey method.
- In this method, the investigator cannot manipulate the variables intentionally.
- The researcher uses two main modes for collecting information from the required participants or samples such as questionnaire technique and interview technique.

Questionnaire Technique

Questionnaire or instrument or device or tool is a systematic and structured set of questions where the participants have to provide answers for each question asked. The surveys can be classified into three types based on the use of questionnaires such as mail survey, group administered survey and door-to-door survey.

- **Mail survey:** All the participants receive questionnaire in the mail. There are many benefits in the survey method like it is inexpensive, the respondent can fill at their own convenience and time. Some of the disadvantages are response rates through mail surveys are less and detailed written response cannot be obtained.
- **Group administered survey:**
 - The participants are brought together and questionnaires were administered in group with comfortable environment.
 - There is a high response rate because the researcher gives the questionnaire to the participants at present.
 - Clarification should be given to the participants when they are unclear.
 - It is easy to gather the group in organizational settings like school, club and temple.
- **Door-to-Door survey:**
 - Door-to-Door survey is also a familiar type of survey by using questionnaires.
 - The researcher directly goes to the participant's house or work area and performs the data collection in hand.
 - In this method, it helps the researcher in making personal contact with participants.

Interview Technique

Mostly interview technique is used in survey method. Interview can be classified into three types.

- **Personal interview:** Face to face interview
- **Group interview:** Comments or answers from the group
- **Telephone or electronic interview:** Interview can be done by using telephone or electronic services like e-mail, teleconferences.

Formats of Interview

- **Structured and standardized:** It is a structured and standardized instrument which has designed previously prepared before data collection. While preparing the structured interview, the important things are selection of appropriate question and order and sequence of the set of questions.
- **Unstructured and non-standardized interview:** It is an unstructured, unplanned and non-standardized interview where there is lacking of systematic schedule. The participants are allowed free to provide desired information. The researcher never prepares a set of question previously.

Main Approaches of Survey Method

There are three designs or approaches used in survey method. They are correlation approach, longitudinal approach and cross-sectional approach.

1. **Correlation approach:** Correlation approach in survey method is the finding of relationship between two things by using statistical technique where the desired relationship can be considered. In this approach, the researcher takes the participants as they are and conducts studies usually without changing the conditions by responding the tests or the questionnaires.

For example, finding the relationship between intelligence achievement and academic achievement of each individual with help of achievement tests.

2. **Longitudinal approach:** In this longitudinal approach, the study is carried out for a longer period of time. The particular participants have fixed for long span of time for research purpose. Developmental psychology uses this type of approach.
3. **Cross-sectional approach:** In this cross-sectional approach, many participants or respondents are included for the studies simultaneously. Analyzing and calculating the individual differences are done by statistical measures. Information regarding prevalence, attitudes, interrelation of variables and prejudice were obtained from the participants by using this method. Survey can be done by the mode of interviews, questionnaires and rating scales, etc.

Merits

- Assessment can be done with large group of participants.
- It is easy to administer and minimum skill is required.
- It has a wide scope.
- Generalization in this method is good.
- It can be used for numerous topics.
- It is more flexible.

Demerits

- There is no proper method of collection of samples in this method which spoils the data.
- It needs more knowledge and skill to design questionnaires and instructions.
- It is considered as superficial approach.

Clinical Method

Clinical method is the method of identifying the diagnosis for the treatment of behavioral problems, like anxiety, fear and personal adjustment, etc. Mostly, it is used in medical and nursing setting. It gathers information from the participants by case histories, interviews, psychological tests and home visits.

Clinical method is considered as scientific biographies. It is getting past information about the individual through family members, teachers, classmates, friends and others who know the client very well. Information also can be gathered by documents like personal diaries, articles, remembered events, recorded data and cumulative records, etc.

Characteristics of Clinical Method

- Clinical method is suitable for individual case.
- Two means are used in handling these problems that is diagnosis and treatment.
- Individual must have some problems.
- Clinical approach is a method where everyone cannot treat every client, only trained and skillful person can do.

Method of Diagnosis

Based on the symptoms exhibited by the individual and finding the root cause of illness is called diagnosis. To find out the accurate diagnosis, some important things like past experiences, reactions, present environment, personality of an individual, etc. are needed.

Techniques used for Proper Diagnosis

- **Adequate physical checkup:** Adequate physical checkup is the key to diagnose a condition who is suffering from some behavioral problems.
- **Making out the case history:** The psychologists use this case history technique for analyzing the past experiences of an individual's current behavior. Information can be collected from the individual, family members, parents, guardians, teachers, doctors, friend, neighbors and documents like records and reports of the particular individual.
- **Client interview:** Client interview is the interview with the client by the investigator for collecting information or data. The investigator has to preplan the appropriate or suitable question in analyzing the root cause of the behavioral problem.
- **Direct observation:** Direct observation can be done in natural or working set up. The investigator can assess the communication pattern like verbal and nonverbal communication, attitude, behavior, rapport, adjustment problem, etc.
- **Using measuring aspects and tests:** Particular measuring aspects such as attitude, abilities, interests and personality were used to collect the accurate information to understand the behavioral problem of an individual.

Methods of Treatment

Methods of treatment can be done in two ways such as **modifying the environmental** forces and attitude of the client. To change or modify the individual's behavior, one should get pleasant and comfortable environment. Good and satisfied surroundings help the person to get into harmonious relationship and adaptation with other social beings.

Measures may be adopted for this purpose:

- The client may be transferred to another place like foster homes, guardian's house, and boarding houses to modify the individual's current situation.
- The attitude of the parents, teachers and others members towards the patient may be changed.
- Numerous adequate recreational facilities, satisfactory living conditions, working place may be provided.

For modifying the client's attitude complete changes in the philosophy of life is required. "He must be able to coordinate his thinking, feeling and doing".

Numerous measures may be adopted for this purpose:

- Guidance and counseling
- Techniques like hypnosis, psychodrama, auto-suggestion and role playing.
- Psychoanalysis
- Psychotherapies such as group therapy, play therapy, attitude therapy and occupational therapy.

Merits

- It helps to identify the root cause of the problem and helps to get the solutions.
- It provides the in-depth study of the subject.
- It helps in diagnosing, treating, guiding and solving the problem.

Demerits

- The information cannot be obtained from the child.
- Parents and friends may not provide truthful or proper information.
- It is a time consuming method and it is only limited to few people.

Testing Method

Testing method is the method which is used to measure the interest, attitude, aptitude, intelligence, personality and achievements through standardized structured tests or device. Psychological test provides score to a fixed set of rules about someone's behavior under standard conditions.

Types of Psychological Tests

- **Intelligence tests:** It is used to measure the capacity of the individual regarding intelligence and achievement in various subjects studied by them.
- **Achievement tests:** It is a standardized method used to measure the knowledge and skill gained in a specified area through planned instruction like training.
- **Aptitude tests:** Aptitude test is used to measure the nature and degree of aptitude of an individual for a given activity or task. For example, teaching aptitude, mechanical aptitude, aptitude in arts and music, etc.
- **Psychological tests:** It is used to measure or assess the person's ability and interest like cognitive function (memory), aptitude in particular area, etc. e.g., Kuder preference record.
- **Personality tests:** Personality test is used to identify the personality pattern, moods, cluster of traits, emotions, temperament, interpersonal relationship and other qualities. For example, MMPI-Minnesota multiphasic personality inventory, Cattell's 16 factor personality inventory, Eysenck personality inventory.

Uses of Psychological Tests

- In finding the learning difficulties of the students and helping in getting solution for academic problems like failures, poor achievement, and lack of interest.
- In occupational settings.
- In the areas of vocational guidance and career counseling.
- In diagnosis and also in finding the strengths and difficulties of special children.
- In counseling, for the better understanding of the individual's problem and social problem.

RELATIONSHIP WITH OTHER SUBJECTS

Knowledge is applicable in all the aspects, departments and fields or areas. When one subject is related with other subject, it becomes more effective for personal life and society. The relationship of psychology with other sciences has a strong connection. It also gives authenticity and relevance to the subjects.

Philosophy and Psychology

The origin or history or root of psychology is present in the philosophy. Mostly, Philosophy is the origin for all the sciences. The term psychology is given by the philosopher Aristotle. In the earlier period, the nature of human was understood by the efficient philosopher and later it became an independent subject from philosophy. Now it has developed and established into a complete subject. Psychology and philosophy are interrelated because philosophy is the study that deals with the style of life and psychology is the study that deals with achievement of the lifestyle. Philosophy deals with various topics based on psychology such as intelligence, perception, memory and sensation. Philosophy is suitable in psychology in two ways, one is general principles based on scientific research and another is hypotheses between mind and the way of studying it. Thus, it is said that there is a relationship between philosophy and psychology.

Sociology and Psychology

Sociology is the branch which deals with society and relationship between societies. Sociology covers various topics such as origin and development of society, institution, social organization, group behavior, traditions and cultures. Sociologists and psychologists both study about the people. Psychologists study the mind and behavior of an individual, and his social and emotional responses while the sociologists study the society through particular associations like family, race, culture, tradition and religion. Both are based on facts and use the scientific methods of study. Relationship of psychology with sociology is so close because a separate branch is found in psychology called **social psychology** which deals with the study of human behavior within the society. Both these subjects deal in describing and understanding the results of each other. Social psychology studies group formation, public opinion or feedback, socialization and leadership, etc. which are related with the study topics of sociology. So, there is a relationship between psychology and sociology.

Anthropology and Psychology

Anthropology is the study of whole aspect of human life and culture. Anthropology studies about the people's living status, thinking, and their interaction with the environment. A branch of psychology called **psychological anthropology** deals with the interaction of mental processes and culture. It also studies understanding of emotion, motivation, cognition and same psychological processes that inform the models of social and cultural processes. Both psychology and anthropology are so closely interrelated.

Physiology and Psychology

Physiology is the branch of study that deals with structure and functions of human body and its different organs. Physiological mechanism is always based on the human behavior. Behavioral reaction of an individual is due to the sensory stimulation because of physiological mechanism. Physiological mechanism studies the muscles and glands, sense organs and nervous system which are related to the behavior of the person. In psychology, there is a separate branch called **Physiological psychology** that deals with understanding of physiological mechanism and in relation to human behavior. Physiology and psychology are mostly related with each other because both give valuable and reasonable scientific information to each other.

Physics and Psychology

Physics studies about the physical components or characteristics of the universe. Human beings also live in this world. Sometimes physical characteristic such as sound waves, temperature, light rays, chemicals and gaseous substances in this world also affect the behavior of the individual. Numerous physiological mechanisms and the sensory process are stimulated by the environmental forces. Psychology and physics are interrelated with each other because understanding of human behavior is possible or feasible only with the understanding of nature, environmental energies and physical characteristics. **Psychophysics** is a branch of psychology which studies about the relationship between human's sensory dimensions and physical dimensions of the world. Many theories and laws of psychology can be described with the help of understanding the principles of physics. On the other hand, physics studies physical world with an attention of application in the advantages of humanity. Physics and psychology both are interrelated with each other.

Biochemistry and Psychology

Biochemistry studies about the numerous chemical substances and its chemical reactions occurring within the body of humans. Biochemical characters of a person are related to his behavior. Psychologists believed

that the biochemical characters are related to the behavior of human being. Different types of behavioral reactions or psychological problems are associated with particular biochemical secretion in our body and, hence, changes in these biochemical secretions can lead to changes in the behavior of an individual. Increase or decrease of biochemical secretions can result in the modification of the human behavior. Thus, Psychology and biochemistry are related with each other.

Psychiatry and Psychology

Psychology is the branch of medical sciences which studies about mental problems of an individual. It is the department which deals with causes, clinical symptoms and treatment of mental problems like psychosis, neurosis, behavioral problems, sexual disorders, eating disorders, sleeping disorders, drug addiction, and mental problems in childhood, etc. A specialized branch in psychology is called **Abnormal psychology** that studies about abnormal mental problems. This branch also explains about causes, clinical picture and treatment. The focus of psychiatry is more organic and related to neurotransmitter whereas psychology is more related to behavior but the diagnosis of the condition and treatment process cannot be successful without inter planning or implementation of both subjects. The patient who is coming with troubles is treated with medical treatment with behavioral treatment that helps the patient to get cures successfully. So, both is inter-related with each other.

SIGNIFICANCE OF PSYCHOLOGY IN NURSING

The subject psychology has an extensive area of application in the human's behavior. There is a link between the psychology and nursing because physical health and mental health are interrelated. Nursing is a great profession with divine services. The knowledge, understanding and skills acquired by studying the psychology subject may be helpful to the individuals who are practicing nursing profession.

Nursing is primarily assisting the individuals in their performance of those activities contributing to health or its recovery so that they can perform unaided if they had the necessary strength, will or knowledge. (**Virginia Henderson 1966**). Nurses are specially qualified persons who assist the sick persons to cope or adjust with their health problems (physically, mentally and behavioral problems).

To Understand the Patient

A patient who is admitted in hospital might be suffering from physiological and psychological problems. The nature and severity of the illness may be varying from one person to another. Most of the psychological problems are classified under DSM-IV classification framework designed by American Psychiatric Association. The study of psychology helps the person to understand reason for the behavior exhibited by the patient, and handle in such a way to treat and help them to adjust with hospital environment, ways of treatment such as medicines, counseling and therapies. It is easy for the nurse who understands the behavior of the patient to handle them carefully.

Based on the information collected about verbal and observation methods regarding behavioral problems, it helps the medical person to diagnose the disease conditions.

As a nurse, she must know that the sickness will affect thinking, emotion, sensation and intelligence of the patient.

- Nurse must know the normal functioning, and then only she can identify the abnormalities found in the patient. Abnormal changes in **perception** like hallucination and illusion will affect the intellectual performance of an individual severely.

- Sometimes the person may not adjust with illness, hospital environment or with the other person admitted along with him, which will affect the **memory**.
- During illness, patient can learn some maladaptive behaviors. In such conditions, the nurse must help the patient to learn adaptive behavior instead of learning maladaptive behavior that will let the patient recover soon.
- Individuals may differ on psychological aspects like perception, emotion, values, motivation and personality patterns. As a nurse, she cannot treat everyone in the same way. She must understand individual's differences first and provide care based on it. Patient with emotional stability will cooperate for the treatment but the anxious will not cooperate. There are lots of individual differences found in the patients for the nurses to understand.

To Understand the Relatives of the Patient

The relatives of the patient showing their feelings of anxiousness and doubts about the illness of the patient, and sometimes blaming about the care, doctors, nurses, and hospital environment are the multiple problems faced by the nurses. It is a challenging task for the nurses to handle their relatives, patient care and obeying hospital rules and policy. The study of psychology helps the nurses to understand the behavior of the relatives and adjust with their genuine demand and rendering the good quality care to the patients.

To Understand Others

Nursing job is not only communicating with the patient and doctors but it needs interaction with other department also. She is responsible to solve the problems arising in various departments. Sometimes nurses also feel anxious, depressed and worried due to the family problems like sickness of the loved ones and conditions of the hospital. Study of psychology helps her to adjust herself with her problems and also adapt with other people and environment. She gains lot of patience and sympathy by studying psychology.

To Understand Self

A nurse is a human soul who may have certain strengths and weaknesses. If the nurses have the knowledge about the psychology, she can identify her strengths and weaknesses herself.

A nurse must know negative attitudes of other religions, caste, and communities because she has to handle all types of group. The learning of behavioral skills helps the nurse to be effective in her duty. Psychology helps the nurse to bring positive thinking in her attitude and desirable changes in her behavior and attitude towards her patients.

Using various aids taught in the psychology helps the nurse to remember the knowledge learnt during profession. She can control her anxiousness while performing her duty if she has the anxious personality. The knowledge of psychology helps the nurse in understanding and gaining skills to have desirable tolerance, patience and adjustment.

The knowledge of psychology helps the nurse to develop desirable rapport and maintain the physical and mental health.

Nursing job is a stressful work and lots of strains on mind and body are perceived or experienced by the nurse. Nurse manages the stressful situation by the knowledge of psychology.

To Understand the Psychometric Assessment Test

The study of psychology helps the nurses to understand the correct and proper method using psychometric assessment test in analyzing an individual's perception, cognitive processes, personality characters, emotional

behavior, level of stress, depression and anxiety, social and professional adjustment. This helps the nurse in the prevention of illness, promotion of health, and cure of behavioral, physical and mental problems of the patients.

- **To improve interpersonal skills:** Nurse plays a vital role with other team members like doctors, patient and members in various departments. Effective interpersonal skills are necessary to do variety of work and other circumstances. Psychology can help the individual to adapt to the surrounding better, reduce stress and develop a better work environment.
- **Hospitalization:** The process of hospitalization makes the patients unpleasant and sad. The nurse plays a major role in reducing their fears and helping them to adjust better. The knowledge of psychology helps the nurse to understand how to reduce the fears of patients and counsel them. Knowledge on different psychological processes like emotions is important in helping the nurse to solve the difficult situations or event like death and pain. Here, the nurse has also to learn to manage his or her own emotions while dealing with such difficulties. Therefore, it is important for the nurses to have in-depth knowledge about the psychological processing to help themselves to remain sensitive and stable during difficult emotions.
- **Coping with chronic illness:** Management of many chronic illnesses are treated by prescription of medications, along with the coping skills which are helpful for the better recovery. The nurse can educate patients regarding the importance of health care. In such conditions, nurse may teach patients about coping skills and anxiety management to improve their health.
- **Compliance with medication:** The word compliance refers to the taking of regular medications or adherence of following recommendation given. The nurse feels difficulty to communicate to different kinds of people during the discharge advice. The nurse can help develop better communication.

APPLIED PSYCHOLOGY TO SOLVE EVERYDAY ISSUES

Applied psychology is the study which helps to solve everyday problems and issues. Applied psychology involves in most of the fields such as evolutionary psychology, clinical psychology, legal psychology, occupational health psychology, counseling psychology, school psychology, etc.

People living in this world are facing many problems in their day-to-day life at home, working place and community area. Applied psychology helps to solve these problems and adjust with environment and to improve and maintain the quality of life.

Practical Uses for Psychology in Everyday Life

Psychology is both a theoretical and applied subject and it may be used in numerous ways or methods. Many studies and researches proved that the psychology is applicable in daily life. Some of the practical uses for psychology in day-to-day life are as follows:

- Leadership
- Motivation
- Communication
- Memory
- Decision making
- Money Management
- Academic Success
- Health

Leadership

No one is born as a leader in this world. But the simple techniques and tips practiced by an individual makes him as a skilful leader. For example, consider that you are the leader for youth in any organization. Youth people may face many problems, and they themselves have physical and psychological changes happening during these periods. As a leader, you should select a proper leadership style and maintain leadership position among youths. Three important things to be followed:

- Provide proper and clear guidance but allow the youth to voice opinion fearlessly.
- Discuss about the possible solution with the group.
- Pay attention on stimulating ideas and be willing to reinforce for creativity.

Motivation

Motives are the term which means wants, or drives, desires and needs within the person. Motivation is the process which stimulates the people to do action to achieve the goals. In the work objectives, psychological factors stimulating the individual's behavior can be driven for money. Motivation of an individual may vary from person to person. For example, quitting smoking, lose weight, getting gold medal in Olympic, etc. For these achievements, psychology provides tips and techniques for getting motivated.

Strategies to increase motivation to achieve a task:

- Mostly cognitive and educational psychology research deals about the strategies to increase the motivational levels to achieve or approach a task.
- Keep your interest high by establishing new or novel elements.
- Recurrent or repetitive positive thoughts help to achieve the goal.
- Learn new things which build on your current knowledge.
- Set proper and clear goals which is directly related to the task.
- Reward or appreciate you for the work done.

Communication

Communication is an interaction among human beings by which the message is given or received through verbal or nonverbal method. Research says that nonverbal signals create a large portion of our interpersonal communications. Learning of nonverbal expression and reading of nonverbal clues to others. Communication plays a major role in society, especially for those who are related to medical profession, like nurse and doctors. Effective communication both verbal and non-verbal helps the nurse during intervention for getting cooperation, for example:

- Maintain eye to eye contact
- Observe signals
- Use proper tone, rhythm and voice to reinforce your information

Memory

Memory is defined as the processes that are used to store, acquire, retain and retrieve information latterly. Human memory has the capacity to preserve and recover information what he has learnt and experienced. Memory plays a major role in our day-to-day lives at home, work and community places in all the aspects. Forgetting creates problem in our life, e.g., manager forgets the file where he kept and nurse forgets the knowledge about diseases condition, etc.

Tips to increase memory power:

- Pay attention on the information
- Rehearse repeatedly what you have learnt
- Avoid distraction

Decision Making

Decision making is the cognitive process which results in judge or taking action during certain situation. Research in cognitive psychology helps in application of certain strategies makes wiser choices.

Techniques to help in better decision making:

- Use the “six thinking hats” approach by viewing the situation at different angles, including creative, positive, rational, emotional, intuitive and negative perspectives.
- Consider the possible benefits and costs before taking any decision.
- Apply grid analysis technique for a particular decision that may satisfy specific demand or requirement you may have.

Money Management

Using money is the basic thing which is carried out by all human beings. Some people do not know how to handle the money and get themselves into debts. Applied psychology helps the person to understand the money management.

Strategies for money management:

- Start investing in savings without procrastinates.
- Commit in advance to allocate some portion of your future earnings for your retirement savings.
- Be aware of personal biases which may lead to poor money choice.

Academic success

The students who take the final examination, quizzes or interviews, may become anxious. Applied psychology teaches about management of anxiety which helps to prevent from forgetting the answers learnt by them. The students who have attended the repeated tests can recall the materials or remember the learnt answer which obviously leads them in a grand success.

Health

Applied psychology can also be a useful tool for improving, restoring and maintaining our overall health. Apart from various exercises, proper diet will also treat depression. Health psychology is a branch that provides a wealth of beneficial remedies, which keep you happier and healthier.

- Researches have proved that both artificial light and sunlight can decrease the symptoms of seasonal affective disorders.
- Exercises and relaxation technique can maintain psychological well-being.

CONCLUSION

Human life is not a machine. They may experience anger, anxious, sad, depressed, failures, etc. Psychology is the science which shows the ways and methods to adjust with these experiences which brings changes in the mind. Nowadays, psychology plays an important position among social sciences. The knowledge of psychology is applicable in the field of academic, medicine, business, law, social relations, nursing, social work

and also in our day-to-day life. Many people think that psychology is to treat the abnormal mental disorders but it is not like that, it teaches to remember, leadership role, motivation, memory, academic success, stress management, decision making, money management and health, etc. So, psychology is an important subject which is related to other subjects and also to the human's life.

SUMMARY

- The word Psychology is derived from two Greek words, *psyche* means soul and *logos* mean study, meaning the study of soul.
- First phase is Psychology as the science of soul. Second phase is Psychology as the science of mind. Third phase is the Psychology as the science of Consciousness.
- “Psychology is the science which helps to understand and control of the behavior of any organism.”
—William McDougall
- Scope of Psychology is too broad which describes and explains the behavior of the individual organism.
- The scope of Psychology has been expanded in various fields of social sciences composed of pure science and applied science.
- The branches of psychology can be classified into two main divisions, Pure Psychology and Applied Psychology.
- The Pure Psychology can be further classified into eight divisions such as General Psychology, Experimental Psychology, Physiological Psychology, Abnormal Psychology, Social Psychology, Developmental Psychology, Geopsychology and Para Psychology.
- Applied psychology is the practical experience which is generated by theory through pure psychology.
- Applied psychology may be classified into further sub branches such as Educational Psychology, Industrial Psychology, Legal Psychology, Military Psychology, Political Psychology and Clinical Psychology.
- The study of human behavior in each and every aspect can be described systematically and scientifically through technique or approach known as methods of psychology.
- The major methods of psychology were introspection method, observation method, experimental method, survey method and case history or clinical method.
- Psychology is related with many other subjects such as Philosophy, Sociology, Anthropology, Physiology, Physics and Biochemistry.
- **Psychology is significant to nursing:** To understand the patient, relatives, others, understanding of self, understanding of Psychometric Assessment.
- Some of the practical uses for psychology in day today life is Leadership, Motivation,
- Communication, Memory, Decision Making, Money management, Academic success and Health.

ASSESS YOURSELF

Long Answer Questions

1. Define Psychology and explain its nature and scope.
2. Why is psychology considered as a science? Explain.
3. Explain in details about the branches and fields of psychology.
4. Describe the different methods of psychology and explain in detail about observation method.

Short Answer Questions

1. How is Psychology significant in nursing?
2. Explain the relationship of psychology with other subjects.
3. Write short note on experimental method.
4. "How can psychology be applied in the everyday life?"
5. Write the merits and demerits of introspection method and survey method.
6. Explain about clinical method.

Multiple Choice Questions

1. **Psychology is:**
 - a. Study of drug
 - b. Study of diseases
 - c. Study of behavior
 - d. Study of human health
2. **Clinical psychology studies about:**
 - a. Diagnosis only
 - b. Treatment only
 - c. Diagnosis and treatment of psychological disorders
 - d. All of the above
3. **Which is not a method of psychology?**
 - a. Introspection method
 - b. Observation method
 - c. Learning method
 - d. Testing method
4. **The branch which deals with the physical environment:**
 - a. Geo-psychology
 - b. Industrial psychology
 - c. Educational psychology
 - d. Political psychology
5. **Psychology term was derived from _____ words.**
 - a. Latin
 - b. Greek
 - c. France
 - d. Hebrew
6. **Legal Psychology is the branch of:**
 - a. Applied Psychology
 - b. Basic Psychology
 - c. Clinical Psychology
 - d. Experimental Psychology
7. **First psychology lab was established by:**
 - a. Wilhelm Wundt
 - b. RS Woodworth
 - c. Sigmund Freud
 - d. Max Wertheimer
8. **The branches of pure psychology are except:**
 - a. Abnormal psychology
 - b. General psychology
 - c. Educational psychology
 - d. Social psychology

9. Introspection means:

- a. Looking into others
- b. Looking for someone
- c. Looking into both oneself and others
- d. Looking into oneself

10. The definition, 'Psychology is the study of human behavior and human relationships,' was defined by:

- a. Crow and Crow
- b. Kurt Koffka
- c. Woodworth
- d. Boring, Langfeld

Answers Key

1. c 2. c 3. c 4. a 5. b 6. d 7. a 8. c 9. d 10. a

Fill in the Blanks

1. The founder of psychoanalysis is _____.
2. First woman president of American Psychological Association was _____.
3. The expansion of MMPI _____.
4. The word psychology was coined by _____.
5. First experimental laboratory was established in _____.

Answers Key

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- | | | |
|---------------------------------|------------------------|---|
| 1. Sigmund Freud | 2. Mary Calkins | 3. Minnesota multiphasic personality inventory |
| 4. Philosopher Aristotle | 5. Germany | |
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Match the Following

- | | | |
|---------------------|---|-------------------------|
| 1. Psyche | — | a. Below age of 12 |
| 2. Child Psychology | — | b. Hermann Rorschach |
| 3. Bob Smith | — | c. Logos |
| 4. Personality Test | — | d. Father of Psychology |
| 5. Wilhelm Wundt | — | e. Alcoholics Anonymous |

Answers Key

1. c 2. a 3. e 4. b 5. d
