

## TOPIC: CULTURAL PSYCHOLOGY

Cultural Psychology (1980's)		
A field of psychology that focuses on how _____ influences human behavior and mental processes.		
Historical Context		
Early psychologists <i>did</i> consider the impact of culture, but behaviorism overshadowed this topic.		
In the 1950's - 70's some psychologists began studying culture, often using _____pology as a guide.		
Evolutionary psychology became a formal field by the 1980's.		
Main Research Question		
How does culture _____ behavior and psychological processes?		
Important Founders		
Wilhelm Wundt (1832 – 1920)	John Berry (1939 – )	Richard Shweder (1945 - )
Believed studying mental processes required cultural _____.  In early 1900's he wrote a book on how culture shapes psychological processes.	Developed an _____ framework– examined how ecology and culture impact cognition and behavior.  Studied <b>acculturation</b> – how people _____ when exposed to a new culture.	Argued that _____ psychological theories couldn't be broadly generalized.  Advocated for examining psychological phenomena <i>within</i> cultural contexts.

## EXAMPLE

True or False (if false, choose the answer that best corrects the statement): Wilhelm Wundt (the Father of Psychology) was one of the earliest pioneers of cultural psychology.

- a) True.
- b) False; There is no record of psychologists studying culture until the 1950's – 1970's.
- c) False; Sigmund Freud was one of the earliest pioneers of cultural psychology.

## TOPIC: BIOLOGICAL PERSPECTIVE

### Biological Perspective / Neuroscience (1990's )

A field that studies the relationship between the \_\_\_\_\_/nervous system, and behavior or mental processes.

### Historical Context

Early neuroscience often involved studying brains that had been \_\_\_\_\_ (accidentally or purposefully) in humans and animals.

Advancements in computers and other technology has caused the field to grow rapidly since the 1990's.

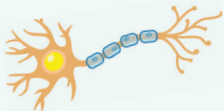
### Main Research Question

What are the \_\_\_\_\_ mechanisms underlying behavior and mental processes?



### Important Founder

**Santiago Ramón y Cajal (1852 – 1934)**



Known as the father of \_\_\_\_\_ neuroscience.

The first to propose that the nervous system is made of cells and to describe the structure of a \_\_\_\_\_.

Created thousands of detailed drawings depicting nerve \_\_\_\_\_ and neural networks.

**For More Detail:** See our section on *The Nervous System*.

## EXAMPLE

Which of the following research questions would you expect a neuroscientist to ask?

- a) How do societal norms affect conformity and willingness to engage in unethical behavior?
- b) How does parental discipline differ across cultures? In what ways is it similar?
- c) How do neurotransmitters influence mood and behavior?
- d) What role do the kidneys play in regulating blood pressure?