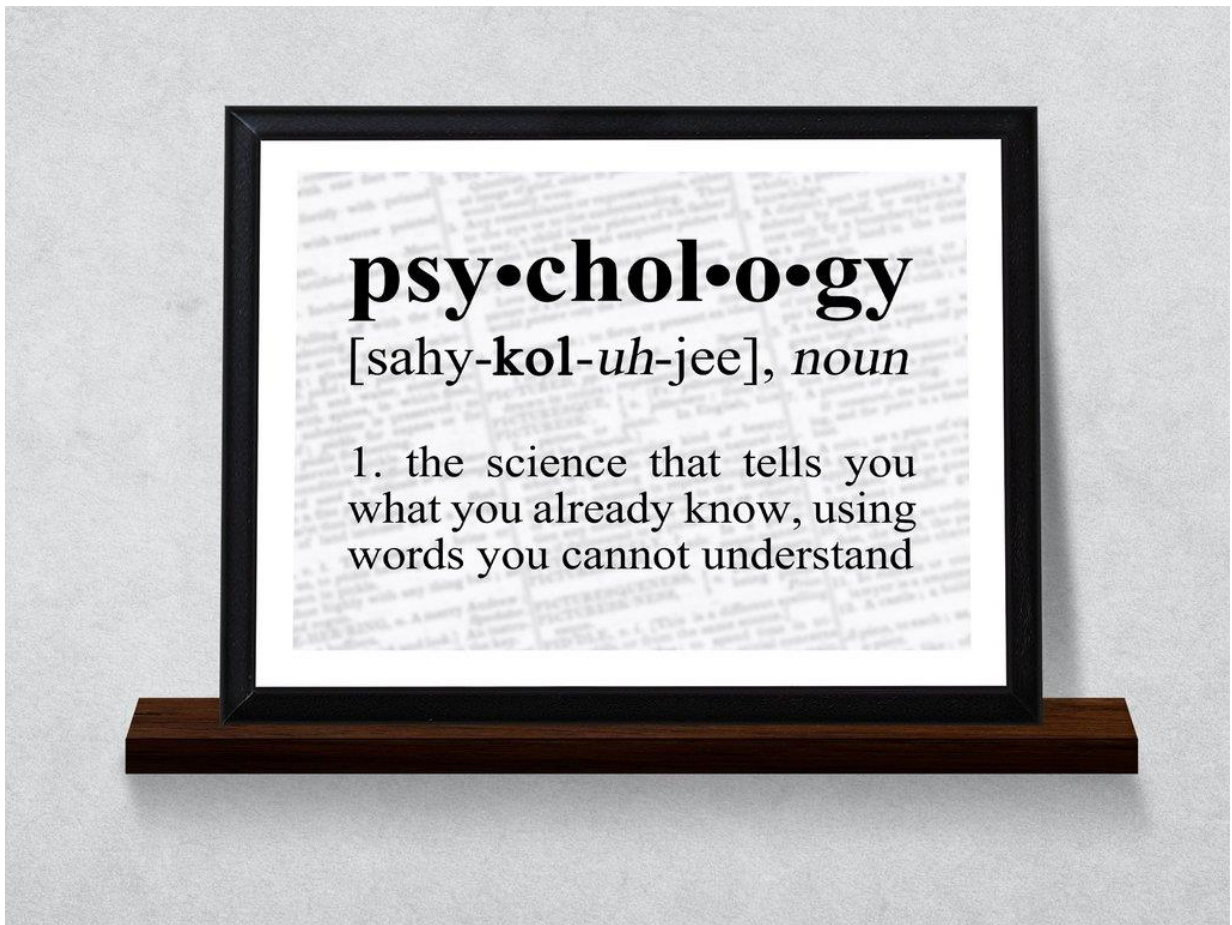


# PSYCHOLOGY STUDY



**RESEARCH**  
behavior analyst  
laboratory assistant  
statistical assistant

**EDUCATION**  
child care worker  
special education teacher  
sports psychologist  
university professor  
school psychologist

**THERAPY**  
behavioral therapist  
psychotherapist  
sports rehabilitation therapist

**PSYCHOLOGY**  
pain psychologist  
forensic psychologist  
clinical psychologist  
engineering psychologist  
supervisory clinical psychologist  
neuropsychologist

**PSYCHOLOGY**  
media psychologist  
psychiatric technician  
psychological associate  
addictions psychologist  
army psychologist  
psychologist supervisor  
psychological technician

**COUNSELING**  
school counselor  
career counselor  
counselor aide  
residential youth counselor  
employment counselor  
social service counselor  
mental health counselor  
guidance counselor  
rehabilitation counselor  
veterans counselor  
college admissions counselor  
state agency counselor

**HEALTH CARE**  
certified nursing assistant  
behavioral health technician  
community or home health aide  
rehabilitation specialist  
rehabilitation adviser  
human service worker  
hospital patient service representative  
substance abuse counselor  
behavior health psychiatric nurse  
administrative hospital psychologist

**BUSINESS**  
job analyst  
sales representative  
director of fundraising  
marketing manager  
advertising manager  
industrial psychologist  
diversity manager  
media buyer  
advertising specialist  
business owner  
business intelligence specialist  
human resources professional

**FAMILY**  
family services worker  
social worker  
geriatric care specialist  
social service director

**LEGAL WORK**  
correctional field officer  
legal psychologist  
behavior analyst  
case manager  
law enforcement officer  
corrections officer  
victims advocate  
juvenile justice detention officer  
court consultant  
child custody worker  
child protection specialist  
judicial service coordinator  
probation / parole officer

**PSYCHOLOGY**

**SOUTHERN UTAH UNIVERSITY**



## A Few Things You Should Know About the Study of Social Behavior

1. The presence of other people can have a powerful impact on behavior.

When a number of people witness something such as an accident, the more people that are present the less likely it is that someone will step forward to help. This is known as the bystander effect.

## [2. People will go to great lengths to obey an authority figure.](#)

People will go to great, and sometimes dangerous, lengths to obey authority figures. In his famous obedience experiments, psychologist Stanley Milgram found that people would be willing to deliver a potentially fatal electrical shock to another person when ordered to by the experimenters.

## [3. The need to conform leads people to go along with the group.](#)

Most people will go along with the group, even if they think the group is wrong. In Solomon Asch's conformity experiments, people were asked to judge which was the longest of three lines. When other members of the group picked the wrong line, participants were more likely to choose the same line.

## [4. The situation can also have a major influence on social behavior.](#)

Situational variables can play a major role in our social behavior. In the Stanford Prison Experiment, psychologist Philip Zimbardo discovered that participants would take on the roles given to them to such an extreme that the experiment had to be discontinued after just six days. Those placed in the roles of prison guards began to abuse their power, while those in the role of the prisoners became anxious and stressed.

## [5. People tend to look for things that confirm the things they already believe.](#)

People typically look for things that confirm their existing beliefs and ignore information that contradicts what they already think. This is known as expectation confirmation. It plays a major role in what is known as the confirmation bias, a type of cognitive bias. This tendency to seek confirmation leads us to sometimes avoid information that challenges the way we think about the world.

## [6. The way we categorize others helps us make sense of the world, but this also leads to stereotyped views.](#)

When we categorize information about social groups, we tend to exaggerate differences between groups and minimize the differences within groups. This is part of the reason why stereotypes and prejudice exist.

## [7. Underlying attitudes have a strong influence on social behavior.](#)

Our attitudes, or how we evaluate different things including people, ideas, and objects, can be both explicit and implicit. Explicit attitudes are the ones that we form consciously and of which we are fully aware. Implicit attitudes, on the other hand, form and work unconsciously yet still have a powerful influence on our behavior.

## [8. Our expectations influence how we view others and how we think they should behave.](#)

Our perceptions of other people are often based upon things such as expected roles, social norms, and social categorizations. Since we expect people who are in a certain role or part of a particular social group to behave in a particular way, our initial impressions of a person frequently rely on these mental shortcuts to make fast judgments of how we expect people to behave.

9. We attribute outside forces for our own failures but blame others for their own misfortunes.

When explaining behavior, we tend to attribute our own good fortune to internal factors and negative outcomes to external forces. When it comes to other people, however, we typically attribute their actions to internal characteristics. For example, if we get a bad grade on a paper, it's the teacher's fault; if a classmate gets a bad grade, it's because he didn't study hard enough. This tendency is known as the actor-observer bias.

10. Sometimes it is easier to just go along with the crowd than cause a scene.

In groups, people often go along with the majority opinion rather than cause disruption. This phenomenon is known as groupthink and tends to occur more frequently when group members share a great deal in common when the group is under stress, or in the presence of a charismatic leader.



## What Psychologists Do

Psychologists study cognitive, emotional, and social processes and behavior by observing, interpreting, and recording how people relate to one another and to their environments. They use their findings to help improve processes and behaviors.

### **Duties of Psychologists**

Psychologists typically do the following:

- Conduct scientific studies of behavior and brain function
- Observe, interview, and survey individuals
- Identify psychological, emotional, behavioral, or organizational issues and diagnose disorders
- Research and identify behavioral or emotional patterns

- Test for patterns that will help them better understand and predict behavior
- Discuss the treatment of problems with clients
- Write articles, research papers, and reports to share findings and educate others
- Supervise interns, clinicians, and counseling professionals

The following are examples of types of psychologists:

**Clinical psychologists** assess, diagnose, and treat mental, emotional, and behavioral disorders. Clinical psychologists help people deal with problems ranging from short-term personal issues to severe, chronic conditions.

**Counseling psychologists** help patients deal with and understand problems, including issues at home, at the workplace, or in their community.

**Developmental psychologists** study the psychological progress and development that take place throughout life. Many developmental psychologists focus on children and adolescents, but they also may study aging and problems facing older adults.

**Forensic psychologists** use psychological principles in the legal and criminal justice system to help judges, attorneys, and other legal specialists understand the psychological aspects of a particular case.

**Industrial–organizational psychologists** apply psychology to the workplace by using psychological principles and research methods to solve problems and improve the quality of worklife.

**Rehabilitation psychologists** work with physically or developmentally disabled individuals. They help improve quality of life or help individuals adjust after a major illness or accident.

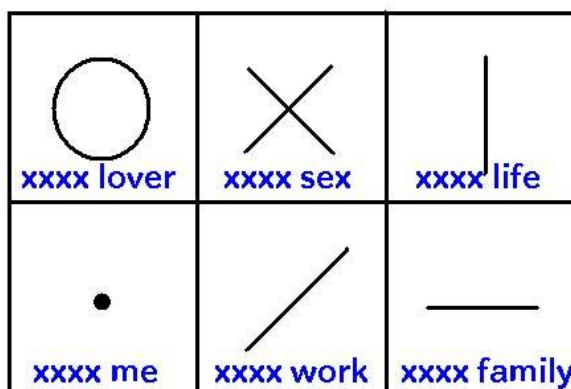
**School psychologists** apply psychological principles and techniques to education disorders and developmental disorders.

Some psychologists become postsecondary teachers or high school teachers.

### FUN Psychological Test

You need a piece of paper and a pen for this test.

And draw the six figures shown below



Draw something using each figure. When you finish, write down an adjective that represents each drawing.

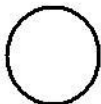





Example:



Did you finish all the six figures?

Are you ready to see the result?

OK now, put these words right after each adjective.

 xxxx lover	 xxxx sex	 xxxx life
 xxxx me	 xxxx work	 xxxx family

It represents current yourself (what you have) because you could only draw what you had seen in your life. How was your result? Whatever you got, just know that this is for fun♪

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