

Part 1 and part 2 discussion

Psychology



DISCUSSION and Number of Part Many people relate psychology to the word psycho, which is an informal word for psychopath. I used to know that psychology deals with treating people with mental disorders who show abnormal social behavior. Psychology is an important social science because it studies different mental processes in human beings, for example, memory, cognition and thinking. It then observes how a particular person uses these mental processes to relate to others. Therefore psychology can be used in the different aspects of life of human beings. It used to diagnose certain diseases, for example Alzheimer's disease. Psychologists usually help an individual understand his or her behaviors and its influence on other people. They help them understand better how our bodies and minds function. (Aunger, 2002).

It is incorrect to say that psychology deals with treatment of mental behaviors. This is because psychologists study why we behave the way we do, be it a normal person or an abnormal person. This is clearly shown in the behavioral Neuroscience division which studies human behavior in relation to the nervous system. It assumes that the nervous system usually influences the function of the brain which in turn influences our behavior The Social psychology is another example of psychology that deals with all human beings. It studies behavior of people in groups, looks at the way humans communicate with each other. It uses both social elements and cognitive activities to understand and explain people behavior. (American Psychological Association, 2014).

Part 2

Researchers usually use a hypothesis to predict an outcome of the research study. Thus a hypothesis acts as a guideline to what we aim achieving at the <https://assignbuster.com/part-1-and-part-2-discussion/>

end of the study. Human beings usually have a need to belong and thus form social groups. Human beings are social animals and thus always want to be amongst of their kind. From a tender age people find themselves belonging to particular groups, be it in school, at the playground, or workplaces. What is it that makes people want to join a group? I came up with this question through observing how people relate to one another and form groups after a while. Perhaps human beings feel secure and contented when they are in groups. This would be the hypothesis from the research question. This hypothesis will enable us study how people behave when they are in their groups and when they are alone. Are they more confident in the group than when they are alone?

Consumer Survey's and questionnaires are research methods used by companies to gauge the popularity of their product or services to see whether they have a good market or need to change an aspect of their product. When asked to participate in one of them, I would gladly agree because it is a chance for me to voice my opinion about the particular product. Psychological research studies are used in consumer surveys. For example the qualitative and quantitative methods are used. Consumer survey studies the reaction of a consumer to a particular product and Psychological research also looks at the reaction of a person in a particular situation or environment. This means that they both research human behavior and there is little difference between them. (H., 2008).

References

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