

2.1 Introduction

2.2 Branches of Psychology

2.2.1 Theoretical branches

1. Developmental Psychology
2. Child Psychology
3. Social Psychology
4. Cognitive Psychology
5. Experimental Psychology
6. Abnormal Psychology

2.2.2 Applied branches

1. Educational Psychology
2. Clinical Psychology
3. Counselling Psychology
4. Criminal Psychology
5. Sports Psychology
6. Industrial Psychology

2.3 Careers in Psychology

Learning objectives

This chapter aims at facilitating students to

1. know about and understand difference between theoretical and applied branches of psychology.
2. acquire knowledge about applications of various branches of psychology in real life.

2.1 Introduction

Psychology is an important science in modern time. Scope of Psychology is getting wider everyday.

Knowledge of psychology is needed to understand and combat behavioural problems. Therefore new branches of Psychology are emerging. For example now a days sports psychology is emerging as a new branch of psychology to deal with psychological issues faced by sports persons.

Internet made financial transactions and social interaction easier, but it also gave rise to online cheating and fraud. So to understand and deal with these issues a branch called 'cyber psychology' has emerged.

Now a days more than 50 branches of psychology are existing to study human behaviour from various angles.

2.2 Branches of Psychology

In the last chapter, we understood the history of Psychology and its main goals in brief. Let us now take an in depth look at the different branches of Psychology.

Activity 1 :

Look at the following pairs of tasks. Can you differentiate between task 1 and 2 on the basis of what are they trying to do? Can you see the same pattern in other pairs as well?

Task 1 : Which factors motivate student's behaviour in the classroom? Write them down.

Task 2 : Use the information found in task 1 to create a better classroom environment.

Task 1 : Try and identify qualities of successful student. Make a list.

Task 2 : Using the information found in task 1 prepare guidelines for other students.

Task 1 : Note down the causes of unhappiness or sadness among people.

Task 2 : Using the information found in task 1 write down how you can help them.

As you might have realized, task 1 in all pairs deals with finding out new information, connections, relationships between an individual and his environment. In other words, the task 1 deals with **'theorizing'** about individual responses. Task 2 in all pairs, deals with **'applying'** that information to make changes in existing structures or conditions. These two tasks typically exemplify the two broad areas of Psychology.

- Theoretical branches of Psychology
- Applied branches of Psychology

Modern psychology touches every aspect of human life. The scope of psychology is extremely wide which has led to development of many sub fields. Let us look at these main branches one by one.

2.2.1 Theoretical Psychology

Psychology as a theoretical science includes many areas of specialization. Psychologists working in theoretical fields focus mainly on conducting research and formulating theories. Basic focus is on developing principles and establishing laws to explain human behaviour.

Activity 2 :

Look at the five columns below in table no. 1. Each column represents one sub-branch of theoretical branches of psychology. Can you look at the content of each column and figure out which aspect of human behaviour is studied in that branch.

As one can see – Refer to table No. 1

Column 1 contains questions related to the changes that happens during entire life span. These qualities fall under **Developmental Psychology**.

Table 1 - Theoretical Branches of Psychology

Developmental Psychology	Child Psychology	Social Psychology	Cognitive Psychology	Experimental Psychology	Abnormal Psychology
What are the developmental changes that take place during childhood?	What are the causes of misbehaviour in children?	What incites the mob to resort to violence?	What are the factors that affects the span of attention of an individual?	Is it possible to conduct experiments on human behaviour?	Why do some people behave abnormally?
What are the changes that take place during adolescence?	How does separation of parents affects a child?	When do people follow norms and when do they break rules?	Why and when do people forget?	How do we understand the human behaviour?	What are the causes of depression?
Why do old people behave in certain ways as they do?	Why do some children suck their thumb?	Why are some qualities valued more in some societies and less in others?	How does use of language affect concept formation?	How we can devise the principles of human behaviour through experiments?	Why are some people extremely suspicious of others or why some have extreme mood swings?

Column 2 contains questions focusing on children and their responses. They come under **Child Psychology**.

Column 3 contains questions which focuses on individual responses to group influence. They fall under **Social Psychology**.

Column 4 contains questions which focus on specific cognitive abilities. They fall under **Cognitive Psychology**.

Column 5 contains how experiments should be conduct on human behaviour under **Experimental Psychology**.

Column 6 contains questions which focus on abnormal behaviour. They fall under **Abnormal Psychology**.

It is important to note that there are various sub-branches in theoretical Psychology. However to limit our scope, we will only look at the main six branches mentioned above.

(1) Developmental Psychology

Developmental Psychology studies changes in behaviour from conception to death.

Developmental psychology is the scientific study of how and why human beings change over the course of their life. It aims to explain how thinking, feeling, and behaviour change throughout life. A developmental Psychology may study a specific period of life such as childhood, adolescence, adulthood and old age. This field examines changes across three major dimensions : physical development, cognitive development, and social development.

(2) Child Psychology

It deals with the biological, psychological and emotional changes that occur during childhood. These changes occur as the individual progresses being dependent to becoming independent. (Refer to fig. 2.1)

For example psychologist working in this area may study problems related to children such as lying, bunking school, stealing, bed wetting etc. They use standardized psychological tests to measure intelligence, adjustment etc. They also conduct researches on effective child rearing practices, role of reinforcement in motivating children etc.



Fig. 2.1 Child Psychology deals with study of childhood span, changes in behaviour from childhood to adolescence.

(3) Social Psychology

We spend much of our lives in the presence of other people, with whom we interact in a variety of ways and in different settings. Social Psychology studies how an individual influences others and gets influenced by others. According to **Myers**, social Psychology refers to the scientific study of how an individual's behaviour is affected by others.

The primary focus of social Psychology is on understanding how individuals are affected by others. Social Psychology examines issues such as co-operation or conflicts within groups, attitudes, prejudice, friendliness or leadership qualities of an individual.

(4) Cognitive Psychology

Cognitive Psychology focuses on higher mental processes such as thinking, reasoning and decision making. It is concerned with the study of attention, perception, language development, thinking, memory and problem solving. Some of the topics of research in this field could be – How does memory disruption occur? What are the different types of learning styles and learning disorders? What causes them? What leads to speech impairment? How does the decision making mechanism work? etc. Refer to fig. 2.2

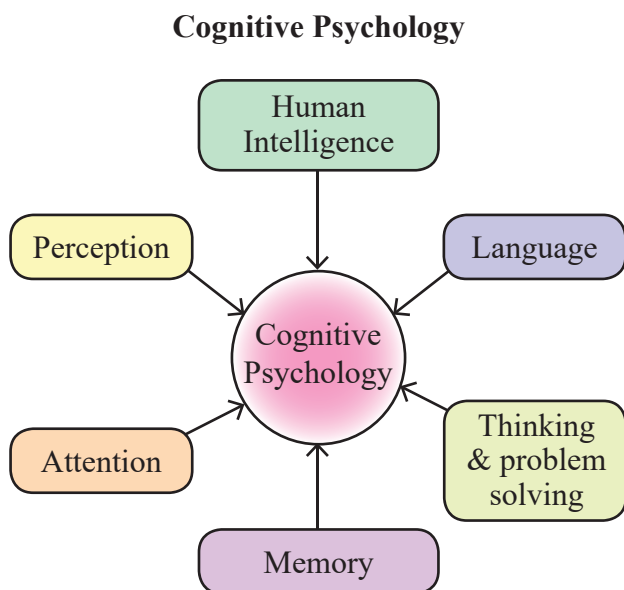


Fig. 2.2 Mental processes studied in cognitive psychology

(5) Experimental Psychology

The experimental psychologist tries to understand the fundamental causes of behaviour. They conduct experiments to study how people react to sensory stimuli and perceive the world. Experimental Psychology studies how people learn and remember, reason and respond emotionally. It deals with such problems as sensation, perception, learning and memory. The method of investigation in this field is that of laboratory experiment.



Fig. 2.3

Ivan Pavlov conducted experiments on classical conditioning taking dog as his subject

(6) Abnormal Psychology

Abnormal psychology is the branch of psychology that studies unusual patterns of behaviour, emotions and thinking. It aims to study the causes and factors leading to abnormal reactions. For example : excessive suspiciousness, extreme mood swings, perceiving objects or situations which are not real, mental retardation, extreme fear of objects, animals or situation etc.

Activity 3 :

Try to find at least one example that can fit into each of the above sub-branches of theoretical Psychology.

2.2.2 Applied Psychology

The knowledge and principles generated through research in theoretical Psychology are used to develop techniques to solve practical problems of individuals. Through various branches of applied psychology, psychologists are putting knowledge into practice so as to help individuals to adjust to their real life situations.

Applied Psychology is further divided into many sub-branches. Let us see a few of these branches.

(1) Educational Psychology

The field of Educational Psychology examines and studies all factors related to education. It is concerned with increasing the efficiency of teaching and learning process. The educational psychologist is concerned with developing effective methods of teaching / learning, preparing intervention programs for exceptional children, developing personality development programs, preparing relevant curriculum etc. It is also concerned with the general problems of teaching and learning process. It focuses on learning difficulties of slow learners, exceptional as well as average children. They try to design intervention programs to develop motivation, effective study habits and better classroom environment.

Educational psychologists are primarily associated with schools, colleges and universities. They conduct psychological tests to provide guidance to students. They deal with behavioural issues of children such as learning disorder, hyperactivity, lack of concentration, ADHD etc.

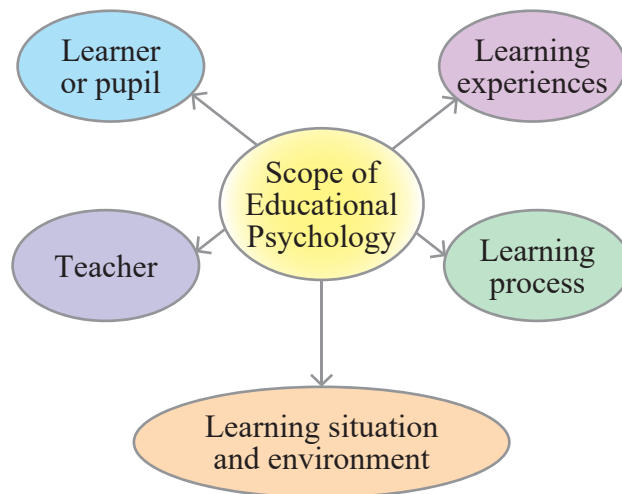


Fig. 2.4 Scope of Educational Psychology

Activity 4 :

Can you think of at least one problem that educational psychologist can find solutions to, concerning the following areas?

1. Behaviour of the student
2. Teaching methods
3. Teacher's behaviour in the class

(2) Clinical Psychology

Clinical Psychology is concerned with the study, diagnosis and treatment of emotional and behavioural problems such as mental illness, marital and family conflict, drug addiction, severe depression, alcoholism, delinquency etc. For the purpose of diagnosis, clinical psychologists collect detailed information about the client by using psychological tests, interviews of client and his significant others like family and friends. They use appropriate psychotherapy to help the client to deal with his problem.

The Clinical Psychologists either work in hospitals and community health centers or have their private practice. This is the largest sub field of Psychology.



Fig. 2.5 Clinical Psychology

Activity 5 :

Watch any movie like ‘Dear Zindagi’ and note down how a clinical psychologist helps the female character in the movie.

(3) Counselling Psychology

This field of Psychology is similar to clinical Psychology but counselling psychologists deal with milder behavioural problems. They offer guidance about adjustment issues faced by a person. Counselling psychologists will be involved with vocational and career guidance. Some problems dealt by counselling psychologists are related to issues or difficulties experienced by a person in studies, personal life issues or workplace issues.

Activity 6 :

Can you think of at least one problem that a counselling psychologist can find solutions to, concerning the following areas?

1. Adjusting with peers
2. Adjusting with parents and siblings
3. Making decision about career

(4) Criminal Psychology

This branch is closely related with social Psychology. Criminal psychologists are concerned with identifying the causes of crime, studying personality of criminals, suggesting preventive measures to control criminal behaviour and implementing plans for criminal rehabilitation. Criminal psychology deals with the motives behind the criminal behaviour. They play significant role in forensic department to uncover the scene of crime by understanding and interpreting the behavioural clues of the criminals. They generally work with the law enforcement department or the criminal investigation department or social organisations working for rehabilitation of criminals.

Activity 7 :

Watch any crime investigation series to understand the causes of criminal behaviour and make a write up on it.

(5) Sports Psychology

Sports Psychologists help sports persons to maintain their motivation, stamina during actual performance and also maintaining themselves when they are not on the field.

They help players to maintain composure when they are working under pressure, help them to maintain their emotional balance when they are going through a bad patch and guide them to maintain themselves when they are recovering from personal injuries.

Activity 8 :

Think of at least one problem that a sports psychologist can find solutions to, concerning the following areas.

1. Improving team spirit
2. Emotional management
3. Improving self confidence

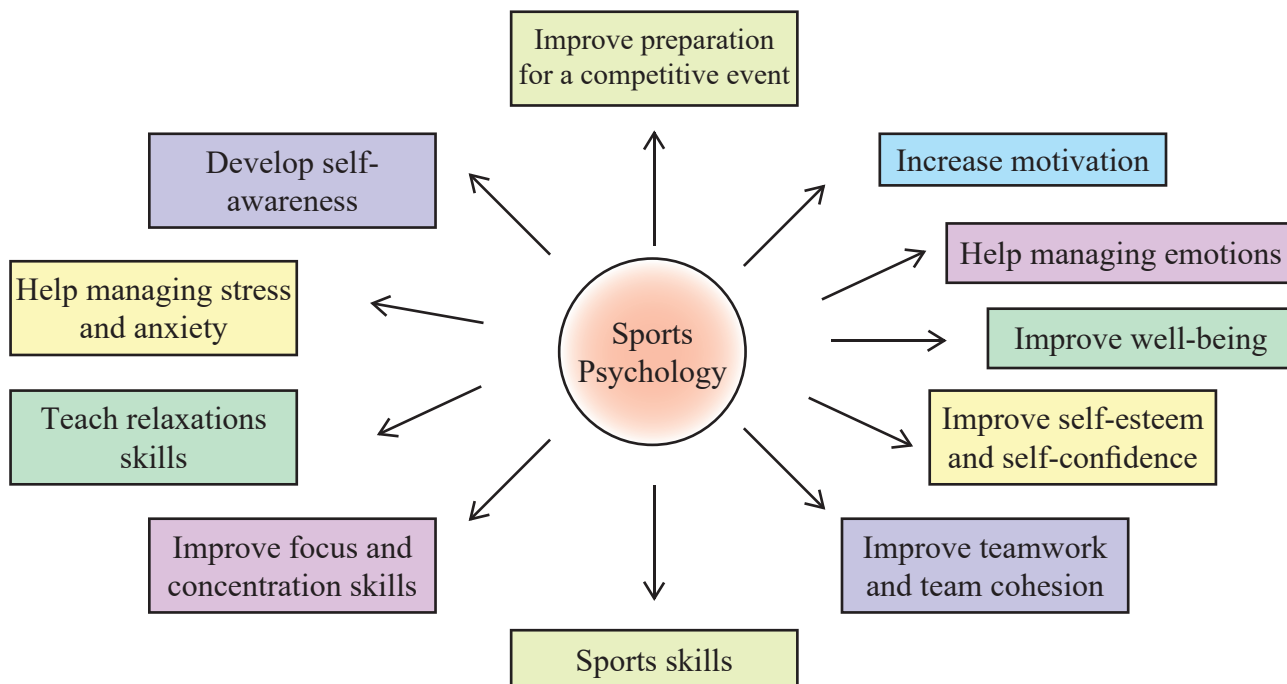


Fig. 2.6 Sports Psychology : Goals

(6) Industrial Psychology

Industrial psychology is concerned with behaviour of people working in organization. They play important role in selection and placement of employees, motivation, job satisfaction, appraisals and grievances. They help to enhance motivation, group morale, leadership skills among the employees.

Consumer psychology which is a branch of industrial psychology deals with consumer behaviour, quality of products, brand loyalty and influence of advertisement on purchasing.

Activity 9 :

1. Talk to your parents / teachers and enlist the factors that give them satisfaction at their work.
2. While buying something from market, which factors affect your desires? Enlist these factors that influence your choice. For example : advertisement, brands, etc.

Now that we have seen the various branches of Psychology, you may have got some idea about the fields and also possible opportunities for higher studies and employment. Let us now look at how we could use Psychology for our own betterment.

2.3 Careers in Psychology

Table 2 - Careers in Psychology

Psychological Fields	Career Opportunities	Description
(1) Counselling psychology	(1) Educational counsellor (2) Vocational counsellor (3) Marriage counsellor	Help to solve problems in various fields of life.
(2) Educational psychology	(1) School counsellor (2) Educational counsellor	Work in schools and educational fields. They assess and minimize student's learning problems.
(3) Clinical psychology	(1) Clinical and counselling psychologist. (2) Psychoanalyst (3) Psychotherapist (4) Psychiatric Nurse (5) Rehabilitation Psychologist (6) Hypnotherapist	Work in hospitals, school for children with special needs, social agencies and independent private practice.
(4) Industrial / Organizational Psychology	(1) Organisational psychologist (2) Consumer psychologist (3) Ergonomist (Human accessible tools making)	Help in selection and evaluation of employees, marketing of products, Examine effects of working conditions on employee's behaviour.
(5) Social psychology	(1) Public Relation officer (2) Social welfare officer (3) Labour welfare officer	Deal with social fields. They attempt to solve social problems. Work in NGO.
(6) Sport psychology	Sports counsellor	Work in gyms, schools, professional sport teams. Help to improve confidence, concentration and morale of players.

(7) Rehabilitation psychology	(1) Special educator (2) Rehabilitation psychologists (3) Disaster management and Rehabilitation officer.	Work for specially abled persons. Help in disaster management and rehabilitation. Work in remand homes.
(8) Child psychology	(1) Child psychologists (2) Women and child development (3) Remand home superintendent.	Focus on child development work to solve the problem related to children.
(9) Military psychology	(1) Army Mental Health Specialist (2) Army Psychologist (3) Navy Psychologist (4) Air Force Psychologist (5) Marine Psychologist	Working in selection of officers. Improving morale and Rehabilitation of people working in defence services.



Summary :

- Psychologists try to understand and help to address and resolve problems in today's life. Therefore many branches of psychology are emerging. For example : to understand and deal with behavioural problems related to internet use, branch of **Cyber Psychology** has emerged .
- In theoretical branch, Developmental psychology discusses about various developmental stages of human life.

Child psychology talks about changes that take place during childhood and behavioural patterns of children. Social psychology tries to study effect of an individual on the group and group's effect on individual behaviour. Abnormal psychology discusses patterns, reasons and remedies of abnormal behaviour. Experimental psychology studies patterns of fundamental problems of human life.

- Applied field of psychology has contributed in a great way for better adjustment of human being. E.g. Clinical psychology, Counselling psychology, School psychology. All psychologists have their share in the welfare of human beings.

Key Terms :

- | | |
|----------------------------|--------------------------|
| • Developmental Psychology | • Educational Psychology |
| • Child Psychology | • Clinical Psychology |
| • Social Psychology | • Counselling Psychology |
| • Cognitive Psychology | • Sports Psychology |
| • Experimental Psychology | • Criminal Psychology |
| • Abnormal Psychology | • Industrial Psychology |

Exercise

Q. 1. (A) Complete the following statements

1. The branches of Psychology which explore into relationships among different variables and human behaviour are known as Psychology.
a. Theoretical b. Applied
c. Common
2. The study of human behaviour at work place is the concern of Psychology.
a. Social b. Industrial
c. Experimental
3. One can study the problems of adolescence in
a. Developmental b. Social
c. Cognitive

4. Psychology is concerned with diagnosis and treatment of psychological disorders.
a. Counselling b. Cognitive
c. Clinical

(B) Identify the odd item from the following.

1. Experimental Psychology, Social Psychology, Industrial Psychology, Cognitive Psychology.
2. Clinical psychology, Industrial Psychology, Sports Psychology, Abnormal Psychology

(C) Match the following pairs.

A	B
1. Developmental Psychology	a) studies organizations, human factor design and employee training
2. Criminal Psychology	b) studies how people become who they are from conception to death
3. Educational Psychology	c) Studies thinking process
4. Industrial Psychology	d) Helps educators to promote learning
5. Social Psychology	e) studies criminal behaviour
6. Cognitive Psychology	f) studies the influence of other people upon an individual's behaviour.

Q. 2. Compare and contrast

1. Theoretical and Applied branches of psychology.
2. Abnormal psychology and Clinical Psychology

Q. 3. Write Short Notes

1. Clinical Psychology
2. Cognitive Psychology
3. Developmental psychology
4. Industrial Psychology

Q. 4. Suggest appropriate branch of psychology related to the following situations

1. A husband and wife do not understand each other so they keep fighting.
2. My friend's father lost his job and he is in depression
3. A 5th standard student is unable to concentrate
4. I want to study the process of thinking and learning.
5. I want proper information about attitude, prejudice or conflicts in a group.

Q. 5. Answer the following questions in detail.

1. Explain any five theoretical branches of Psychology.
2. Describe any five applied branches of Psychology.
3. Write any five career opportunities in Psychology.