Full Length Research

Appraise to Social Psychology, Structuralism, Behaviorism, Gestalt Psychology and Psychoanalysis

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The aim of the present literature review is focus on social psychology, its history, relation with sociology, behaviorism, gestalt psychology, structuralism, and psychoanalysis, briefly. The consequences of this study exposed that social psychology has great role on recognizing individuals' behavior and reaction based on others actual, imagined, or implied presence; in addition, the current study represented relation between psychology and sociology that has been linked by social psychology. And finally, it revealed the source of different psychological schools between 1800-1930 with purpose of compare them, logically. Thus, the current study considered on different psychological views that have substantial role on human being and society.

Keywords: Behaviorism, Gestalt psychology, Social Psychology, Sociology, Structuralism, Psychoanalysis

INTRODUCTION

At the present time, psychology has wide involvement in the various society; incidentally, has obtained a lot of fan that follow the roles of psychology schools and try to change themselves based on them. One of these psychology branches that cover different parts of behavior, performance, relationships et al. is social psychology (Pege, 1969). In actual fact, the social psychology assumed as a scientific study that illustrates how people's thoughts, feelings, and behaviors are impacted by the actual, imagined, or implied presence of others. Furthermore, by this description, scientific states to the empirical method of investigation. Actually, the terms thoughts, feelings, and behaviors comprise all of the psychological variables that are measurable in a human being. The declaration that others may be imagined or implied suggests that we are willing to social influence even when no other people are present, such as when watching television, or following internalized cultural (Allport, 1985). (see Figure 1)

In general, social psychologists refer to human behavior as a result of the communication of mental states and immediate social situations. Regarding Kurt Lewin's conceptual formula, behavior can be observed as a function of the person in the environment, $B = f(P, E)$. Overall, the social psychologists have a partiality for laboratory based empirical findings. As well, social psychology theories tend to be obvious and concentrated, rather than global and general (Lewin, 1936; Lewin, 1939).

In other word, social psychology is an interdisciplinary field that links the gap between psychology and sociology. During the years directly following World War II, there was common collaboration between psychologists and sociologists. However, the two
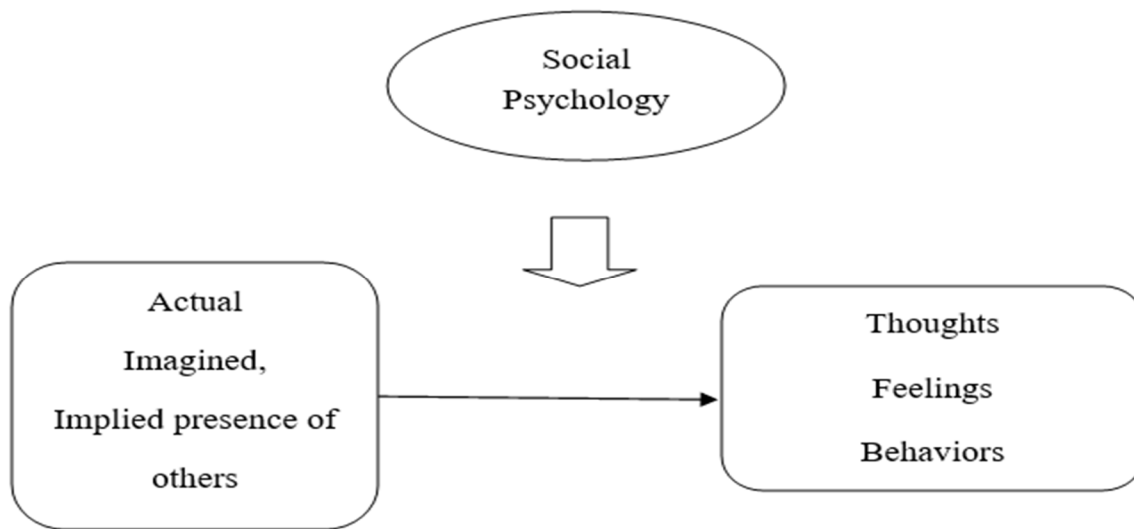
Figure 1. The Social Psychology View

disciplines have developed progressively particular and isolated from each other in recent years, with sociologists focusing on some variables such as social structure to a much greater amount. However, sociological approaches to social psychology remain an important counterpart to psychological research in this area. Also, to the divided between psychology and sociology, there has been a somewhat less pronounced modification in emphasis between American social psychologists and European social psychologists. As a broad overview, American researchers traditionally have concentrated more on the individual, whereas Europeans have paid more attention to group level phenomena (Tosti, 1898).

History of Social Psychology

According to the social psychology history, we can refer to Kurt Lewin as father of social psychology; essentially, he is well-known amongst scholars and those who are interested to psychological area. The discipline of social psychology started in the United States at the beginning of the 20th century. Additionally, the first published study in this area was an investigation in 1898 by Norman Triplett on the phenomenon of social facilitation. During the 1930s, many Gestalt psychologists, most particularly Kurt Lewin, escaped to the United States from Nazi Germany. They were instrumental in rising the field as something separate from the behavioral and psychoanalytic schools that were leading during that time, and social psychology has always preserved the legacy of their interests in insight and understanding. Generally, attitudes and small group phenomena were the most commonly studied topics in this era (Pennebaker & Banasik, 1997).

Schools of Psychology (1800-1930)

Structuralism

From the late 1800's until the 1930's, psychologists were divided about what they should study and how they should study it. Four major schools developed. These schools included structuralism, behaviorism, gestalt psychology, and psychoanalysis. The structuralism grew out of the work of James, Wundt, and their associates (1830-1920). These psychologists supposed the principal purpose of psychology was to describe, analyses, and explain conscious experience, mostly feelings and sensations. The structuralisms endeavored to give a scientific analysis of conscious experience by breaking it down into its specific components or structures. The structuralisms primarily applied a method of research called introspection. In this technique, subjects were trained to observe and report as precisely as they could their mental processes, feelings, and experiences (Rosenzweig, 1937; Blackburn, 2008).

Behaviorism

Behaviorism as another schools of psychology was offered in 1913 by John B. Watson, an American psychologist. Watson and his followers supposed that observable behavior, not internal experience, was the only reliable source of information. Furthermore, this attention on observable events was a reaction against the structuralisms emphasis on introspection. The behaviorists likewise worried the position of the environment in determining an individual's behavior. They fundamentally looked for connections between

observable behavior and stimuli from the environment. The behaviorist movement was prominently influenced by the work of the Russian physiologist Ivan P. Pavlov. In a well-known research, Pavlov resounded a bell each time he offered a dog some food. The dog's mouth would water when the animal smelled the food. Subsequently Pavlov repeated the procedure many times, the dog's saliva began to flow every time the animal heard the bell, even if no food seemed. This experiment established that a reflex such as the flow of saliva can become associated with a stimulus other than the one that first produced it, in this case, the sound of a bell instead of the smell of food. The learning procedure by which a response becomes related with a new stimulus is called conditioning. Watson and the other behaviorists understood that human behavior could also be altered by conditioning. In effect, Watson believed he could produce almost any response by controlling an individual's environment. Through the mid-1900's, the American Psychologist B. F. Skinner enlarged much consideration for behaviorists ideas. In his book Walden Two (1948), Skinner describes how the principles of conditioning might be applied to generate a perfect planned society (Wann, 1964; Chiesa, 1994; Boghossian, 2006).

Gestalt Psychology

Gestalt psychology, same as behaviorism, progressive as a response against structuralism. In truth, Gestalt psychologists thought that human beings and other animals perceive the external world as an organized design, not as individual feelings. For instance, a film contains of thousands of individual still pictures, but we see what looks like smooth, continuous movement. The German word Gestalt means pattern, form, or shape. Dissimilar the behaviorists, the Gestaltists supposed that behavior should be studied as an organized design rather than as separate occurrences of stimulus and reply. The familiar saying "The whole is greater than the sum of its parts" expresses a significant attitude of the Gestalt movement. The Gestalt psychology was formed about 1912 by Max Wertheimer, a German psychologist (Rock & Palmer, 1990; Koffka, 2013).

Psychoanalysis

In the 1930's, Wertheimer and two colleagues took the Gestalt movement to the United States; then Psychoanalysis was created during the late 1800's and early 1900's by the Austrian doctor Sigmund Freud. Psychoanalysis was based on the theory that behavior is determined by influential inner forces, most of which are buried in the unconscious mind. Regarding Freud and other psychoanalysts, from initial childhood people repress (force out of conscious awareness) any necessities that are unacceptable to themselves or to society. The repressed feelings can cause personality disturbances, self-destructive behavior, or even physical symptoms. Freud progressive numerous methods to bring repressed feelings to the level of conscious awareness. In a technique called free association, the patient relaxes and talks about anything that comes to mind while the therapist listens for signs to the person's feelings. Psychoanalysts likewise attempt to interpret dreams, which they regard as a reflection of unconscious drives and conflicts. The goal is to help the patient understand and receive repressed feelings and find ways to deal with them. Psychology today has sustained to grow in several directions. A group of extreme behaviorists called the stimulus-response school believe all behavior is a series of responses to dissimilar stimuli. Regarding these psychologists, the stimulus associated with any response can ultimately be identified. Therefore, stimulus-response psychologists regard behavior as predictable and potentially controllable (Mitchell, 1974; Chodorow, 1999). (see Figure 2)
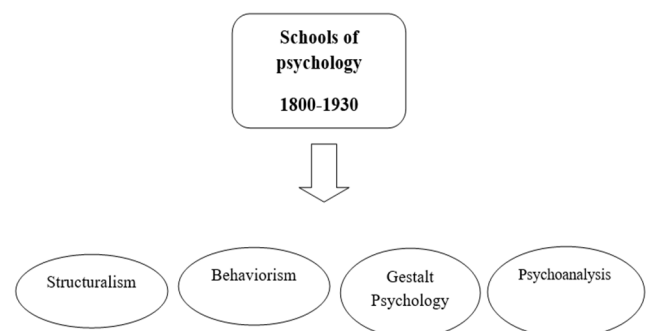
Figure 2: Schools of Psychology (1800-1930)

CONCLUSION

Regarding to the imperative role of psychology on human life, and its contribution on behavior and reaction on personal and social lifecycle, considering to each of these schools (behaviorism, gestalt psychology, structuralism, and psychoanalysis) is super necessary. As mention before, the schools focused on part of individuals' behavior and reactions in different aspects, while in social psychology considered to individual behavior and reaction overall. In this field of psychology, the close association between individuals is appeared, completely. In addition, impacts of actual, imagined, or implied presence of others on individual feeling, attitude, and performance is mentioned. Furthermore, considering to the social psychology as one of principle fields of psychology by all psychologists is very necessary, it can expand research about humanity and communications.

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