

Unit 9

APPLIED PSYCHOLOGY

After studying this chapter you:

- Understand the meaning of applied psychology
- Understand application of psychology in various fields
- Understand the importance of educational, communication and organizational psychology
- Understand the importance of sports psychology

Introduction

Applied psychology is a psychology in which skills and researches are used for solving problems of an individual and for guiding him/her in a particular field. In other words, the applications of psychological theories is called applied psychology.

Meaning of Applied Psychology

Psychological principles are used for solving problems of mankind. It is a branch of psychology. According to **Hapner**, "*The goal of applied psychology is explaining the human*

actions and control over those actions to understand the life intelligently."

Applied psychology has two aspects the theoretical and the practical aspect, like other sciences.

Applied psychology is prevalent in Indian Scriptures and ethology. Indian ideology highlights '*Sarv Dharm Sambhav*' which is an amalgam of ideals and principles of all religions which is applied in applied psychology. Researches proved that '*Principles of Gita*' is found successful in various fields.

Application of Psychology in Various Fields

The application of psychology in some of the various field are presented below:

- Clinical Psychology
- Community Psychology
- Counselling Psychology
- Educational Psychology
- Industrial and Organizational Psychology
- Military Psychology

1. **Clinical Psychology:** It is the most popular and applied branch of psychology. The function of the clinical psychology is to understand, prevent and relieving distress and to promote subjective well-being and personal development. The three main functions of clinical psychology include research, diagnosis and treatment. Clinical psychologists take use of psychotherapies for treating mental disorders. Clinical assessment is done by clinical psychologists using various diagnostic tools, as interview and psychological testing. The main aim of the research is for treatment of psychological problems. Clinical psychologists are active in universities, clinic and mental hospitals.

There is confusion between Psychiatry and Clinical Psychology. Although both branches treat the mental patients but they are quite different. Psychiatrists take use of biological methods for treating mental disorders whereas Clinical psychologists take use of counseling and psychotherapeutic method for treating mental disorders and diseases.

2. **Community Psychology:** It is a branch of psychology which uses the psychological theories, principles and laws for solving social problems and helps individual to create balance between job and group. The aim of community psychology is to enhance quality of life through collaborative research and action.

Community psychology is related with the environmental situation which creates behavioural disturbance. The role of community psychology is to change the environment for solving any problem instead

of behavioural modification of an individual. e.g., the severity of problem is decreased in school by changing the interactional style of students.

Community psychologists are the main part of Community Mental Health Movement. Some of the community psychologists have more interest in solving social problems like conflicts, police-community relationships etc. they are coined as Social Problem Community Psychologists.

3. **Counselling Psychology:** The work area of counselling psychology is similar to clinical psychologists. A minor difference exists between them as counselling psychology deals with simple problems (solved through guidance and counselling) whereas, clinical psychologists deals with complex and difficult problems (solved through psychotherapies)

The key role of counselling psychology is to strengthen the adjustment ability of individuals so that weakness can be minimized or omitted. For the purpose they take much use of psychological tests. The Career Planning for students is prepared by them.

4. **School Psychology:** The work area of this branch of psychology is primary and middle schools. The main function of school psychologists is psychological and vocational testing, organizing counselling and training programs for solving personal

and organizational related problems. They study impact of various training programs, morale of students and teachers, drug addiction and for solving any problem related to school and family.

5. **Industrial and Organizational Psychology:**

Industry and organizations are other fields where psychological principles and theories are used. In this branch of psychology, the psychological problems of employees are studied with problem solving approach. It is related with job distribution, job allocation, personnel selection, job appraisal, job attitude, physical environment of work place etc. These psychologists take use of psychological tests and interview in personnel selection and placement. They develop training programs for senior managers for enhancing technical skills, morale and for decreasing conflicts and stresses. They assume companies as human organization suggest strategies for increase in production. A specific area of this branch deals for maintain balance between employees and machine design named a engineering psychology or human engineering.

The new and more developed form of industrial psychology is organizational psychology which deals the job related and human behaviour related problem and their solution in organizations like, school, government offices, private offices and banks etc.

6. **Military Psychology:** The work area for this branch of psychology in military. It was used first time by American Military Force. Indian government has developed a institute for the purpose named as '*Psychological Institute of Defence Researches*'. It functions for,

- Selecting defence personnel
- Enhancement of leadership qualities through trainings

- Creating programs for development of defence skills
- Enhancing morale through training
- Studying psychological problems of defence personnel working at high altitude

Other fields of Psychology

Latest development of psychology is continuously initiating new fields. Few of the new emerging fields are as follows:

- **Environmental Psychology**
- **Health Psychology**
- **Correctional Psychology**
- **Aerospace Psychology**
- **Forensic Psychology**
- **Sports Psychology**
- **Political Psychology**
- **Geriatric Psychology**
- **Cultural Psychology**
- **Women's Psychology**
- **Economic Psychology**
- **Traffic and Transport Psychology**

The description of the above branches is as follows:

1. **Environmental Psychology:** Environment and its effect on behaviour is studied in this branch of psychology. School, home, noise, pollution, weather, crowd etc. are some aspects of environment which affects behaviour significantly and these effects are subject matter of environmental psychology. This branch of psychology supports for saving treasures of environment and protecting human from ill aspects of environment.
2. **Health Psychology:** This branch of psychology studies the factors which affects

the physical and mental health. It studies the doctor-patient relationship, available facilities' and environment of hospitals, patient reactions. The health psychology also studies the role of anxiety, stress etc. on cardiovascular and cancer like diseases.

3. Correctional Psychology: The human behaviour which are related with breaking of social rules and laws. The correctional psychology helps to modify behaviour of such individuals by taking use of psychological facts and methods. This branch is also related with Jail and court environment.

4. Aerospace Psychology: This branch of psychology deals with the behaviour of individuals who are working at high altitude in space. At high altitude an individual has to face with different weather and environment. They deal with the adjustment related problems with the environment. The aim of the aerospace psychology is to provide appropriate solution of these problems.

5. Forensic Psychology: This branch of psychology studies the relationship between psychology and law. The psychological solutions are the key part as it directs that whether the case to filed against the person or not. In Jail psychologists has to work as a doctor and as a rehabilitation expert. The psychologists understand the complex needs and motives of victims which support police department. It is proved through various researches that psychological solutions are far better in comparison to complex judicial decisions.

6. Sports Psychology: This branch of psychology studies, the use of psychological theories and principles in the field of sports and games. It studies the individual's interest in sports, risk taking tendencies in sports persons, difference between motives of players and viewers, the competitive and cooperative behaviour of players etc. In several researches it is found that sports and games play an important role in developing organizational abilities of individual.

7. Political Psychology: This branch of psychology studies the relationships between behaviour of layman and political leaders. It includes study of political leadership, effective political strategies, political crisis etc.

8. Geriatric Psychology: This branch of psychology is developed before 30 years. It deals with the mental health issues of aged people. It also studies the differences and similarities in assessment and treatment methods for aged and adult people. It determines that to what extent socio-economic level, group relations etc. is affected with increase in age. The psychologists have distributed the age group of aged people in three categories; 65 to 74 years, 75 to 85 years and above 85 years. The difference between chronological age and functional age is also studied in this branch.

Birren and Cunningham (1985) proposed that functional age is affected by biological, social and psychological aspects. Biological age is determined through the ability of self-control over body organs. Social age is determined through the habits, roles and related behaviour, language, dressings and

interactional styles etc. The ability of adjustment in changing environment is known as psychological age. The positive words, motivation and self-esteem effects more on age.

9. **Cultural Psychology:** This branch of psychology deals with the thinking, behaviour and emotions of the individual affected by culture. The psychological reactions are compared for different culture. This branch studies that whether the particular cultures able to achieve aim of the culture or not. For comparing different cultures, the 'International Association for Cross Cultural Psychology' plays a significant role.

10. **Women's Psychology:** This branch of psychology deals with behavioural issues of women. The purpose of this branch is to uplift the women studies and the researchers. The maximum utilization of women as human resources is the study matter of women psychology. In 1973, a separate division of women psychology is made by American Psychological Association.

11. **Economic Psychology:** This branch of psychology studies prone to predict the pre-dispositional factors of economic behaviour. This branch studies that how economy is affected by human, how and what psychological processes play role in decision making, quality of life and welfare activities. Psychologists highlighted three processes in this regard which are as follows:

- Identification of factors like faith, values, likings, attitude which affect consumers and producers.

- Study the effect of decision making, government rules foresightedness of economic behaviour
- Study the economic needs and aims for consumers and their satisfaction.

The quantitative and qualitative data is collected. The quantitative data is collected through questionnaire, survey, behavioural ratings, semantic differential technique etc., while qualitative data is collected through interview, group discussion, projective tests, word association tests etc. Thereafter, the final conclusion is achieved.

12. **Traffic and Transport Psychology:** The psychological processes of individual who are involved in traffic and transport is studied in this branch of psychology the accident proneness and prevention, driving performance and driving efficacy is studied through psychological testing. Spain is only country in the world, where new license and license renewal is done after psychological testing. The effect of fatigue, emotional state, alcohol and tobacco addiction on transport and traffic is studied in this branch of psychology.

The study area of psychology is much developed and extended. The increasing uses of psychology in different field it is expected that several new branches of psychology will be emerged in future.

Fields of Applied Psychology

Fields of applied psychology the field of psychology is extending day by day. the fields of applied psychology includes all three fields where psychological principles and theories are being used. it means that field of applied psychology is very wide

and extended which is distributed in some parts like mental health, advertisement, social problem, sports, education, guide counselling and. few of the important areas are explained below:

Educational psychology

Educational psychology deals with that how an individual learns in educational environment and how educational manifestations are made effective. These parameters are studied in educational psychology.

Definitions

According to **Skinner(1962)**, “Educational psychology deals with the behaviour of human beings in educational situations”.

According to **Crow and Crow (1964)**, "Educational psychology describes an experience the learning experiences of an individual from birth to old age”.

According to **James Drever(1964)**, “Educational psychology is that branch of applied psychology which is concerned with the application of psychological principles and findings to education together with the psychological study of problems of education.”

Meaning of Educational Psychology

It is a combination of towards education and Psychology which literally means the psychology related with education it means that it is not only applied but it is also a science which studies individual during educational processing. According to Skinner educational

psychology uses those researches in educational situations which are related with human experiences and behaviours.

The educational psychology is a positive Psychology which discusses analyses and solving education related problems. Basic psychology is the form of philosophy supported the development of educational psychology.

According to **Collenik**, the first principle of educational psychology is given by Plato, while Skinner Road that the Inception of educational psychology may be considered at the time of Aristotle but the origin is due to **Pastulle, Herbert and Frobell** work, who has tried to make education as psychology.

According to **Skinner**, “Educational psychology is a branch of Psychology which is related with study and learning”.

Importance of Educational Psychology in Education

- Importance of child
- Importance of development stages of child
- Importance of interest and basic instincts of child
- Importance of individual differences of child
- Improvement in syllabus
- Importance to co-curricular
- Interpretation of learning processes

- Importance to new methods of evaluation
- Achieving goals of education and getting success
- Acquiring of new knowledge

Methods of Educational Psychology

The methods and techniques used in studying educational psychology is segmented into two parts:

1. Subjective Methods

- Introspection,
- Case Study

2. Objective Methods

- Experimental
- Observation
- Psychoanalytical Methods
- Questionnaire
- Statistical Methods
- Psycho-physical Methods
- Projective Methods

Fields of Educational Psychology

According to **Crow & Crow**, "The subject matter of educational psychology is related with factors affecting learning. The topics included into education psychology are as follows:

- Behaviour
- Individual Differences
- Developmental Stages
- Developmental Studies
- Learning
- Personality
- Intelligence

- Measurement
- Evaluation
- Guidance
- Counselling
- Evaluation

Communication Psychology

For completion of any task the united efforts are required, in this process the interaction between individuals is necessary and this interaction is done through communication. It can be defined as a complex process for establishing and developing relationship among individuals which is required to composite efforts for completion of task.

It means that importing a message or information for one place to another place through information sender which is received by the receiver.

Aims of Communication Psychology

- To develop skills to address a group
- To introduce the content of the information easily
- To make communication material understable
- To motivate receiver to receive the communication content.

It is the process of importing one's thought and ideas to other by speech, symbols and signs. The individual also become aware of other's thinking and ideas.

Communication has three aspects namely,

- Informative
- Interactive

- Perceptual

Communication Psychology is divided into two parts

1. **Verbal Communication:** The basis of verbal communication is language. In the process of communication, communicator expresses his thoughts and emotions either in written language or speaking the words or group of words and sentences. The receiver understands these words and sentences and reacts accordingly. It is of two types' dialogue and monologue.
2. **Non-Verbal Communication:** This type of communication is done through signs, symbols, facial expressions, gestures, tone of voice etc. In this type of communication no language is used. The non-verbal communication includes emotions of sender. It is used into cross-cultural communication where both the sender and receiver do not understand the languages of both cultures.

Process of Communication

Communication process can be two-way or multiple dimensional. The main elements of communication process area as follows:

1. Source or Communicator
2. Communication Information (Material)
3. Channel
4. Receiver
5. Feedback

Source or Communicator: The source or communicator is a person or a group who transmit thoughts and emotions to other person or group.

Communication Information (Material): It is the thoughts or emotions of the individual or group to be transmitted from sender to receiver.

Channel: The medium of communication through which information is sent from sender to receiver.

Receiver: The information in the form of thoughts and emotion sent by sender through channel is received by receiver.

Feedback: The reactions and responses of receiver are known a feedback.

Organizational Psychology

The scientific study of employees, work places and organizations is known as organizational psychology which is a branch of applied psychology.

History of Organizational Psychology

The historical development of organizational psychology was happened in America, London Australia, Germany, and Netherland etc. Two of psychologists **Hugo Munsterberg** and **James MckeenCattell** were trained by **Willhelm Wundt** had played key role in developing organizational psychology.

The basis of historical origin of organizational psychology are personal conflicts, evaluation and job assignment. It has given much importance due to the decision making at the war time.

Subject Matter of Organizational Psychology

The organizational psychology consists of many topics. Some of the important topics are as follows:

Job Analysis: Job analysis refers to the process of collecting information about a job. In other words, it refers to anatomy of subject. It is the process of getting information about jobs. Specially, what the worker does; how he gets it done; why he do it, skill, education and training

required; relationship to other jobs, physical demands, environmental conditions.

Employee Selection and Placement:

Each organization needs of labour and workers for growth and success. For employee selection and placement organizational psychologists work with human resource experts and develop some tests and strategies for employee selection and placement. The psychologists believe that appropriate selection and placement of employees predict about the success of organization.

Training: For achieving optimum results training is required in any organization. The training enables employees to develop the morale and by which employees learn how to work with other employees to give excellent results. The new developments and new happenings in the particular field is assimilated in the training program. The training not only develops the knowledge but also enhances the skills of employees so that the work can be done efficiently.

Motivation at Work Place: The success of any organization largely depends on the motivational level of employees. The motivated employees always give the productive results. Therefore, motivation at work place is very important for the success of any organization.

The organizational psychology consists of many research topics some of them are as follows:

- Corporate Ethics
- Group Dynamics
- Individual Differences
- Job Satisfaction
- Leadership and Management
- Organizational Behavior

- Organizational Development
- Recruitment
- Work Motivation

Games or Sports Psychology

It is the branch of psychology which studies the behaviour of individual at sports, games or at field. It throws light on the mental aspects of the individual before, during and after the sports performance.

The specialised field of sports psychology has developed rapidly in recent years. The importance of a sports psychologist as an integral member of the coaching and health care teams is widely recognised. Sports psychologists can teach skills to help athletes enhance their learning process and motor skills, cope with competitive pressures, fine-tune the level of awareness needed for optimal performance, and stay focused amid the many distractions of team travel and in the competitive environment. Psychological training should be an integral part of an athlete's holistic training process, carried out in conjunction with other training elements. This is best accomplished by a collaborative effort among the coach, the sport psychologist, and the athlete; however, a knowledgeable and interested coach can learn basic psychological skills and impart them to the athlete, especially during actual practice.

According to **Browney and Mahoney (1984)** narrated that *"The application of psychological principles to sport and physical activity at all levels of skill development"*

According to **Singer (1981)** *"Sports psychology, includes various branches of psychology, which helps in improving performance of players"*

through trainings" Sports psychology can be divided into four sub-branches

Empirical Sports Psychology: It includes study and researches related with experiences of sports persons. How the experience of sports person affects the performance of player is studied in this segment.

Educational Sports Psychology: It includes sports environment, sports performance, interactional strategies, training for players and coaches etc. Educational sport psychologists emphasize the use of psychological skills training (e.g., goal setting, imagery, energy management, self-talk) when working with clients by educating and instructing them on how to use these skills effectively during performance situations.

Clinical Sports Psychology: This branch highlights that by using psychological interventions how the performance of a player is enhanced. It includes how to avoid physical injuries and mental traumas or skills for overcoming these problems for better results. It also deals with sports injuries their prevention and cure.

Developmental Sports Psychology: It highlights that at what age which skill has to develop among children to give better performance later on.

Development of Sports Psychology

Coleman Griffith is known as '*father of sports psychology*'. He has developed and directed first sports psychological laboratory which includes learning, personality stability and psychomotor

skills. Thereafter the development of sports psychology is continuously progressing. In 1920 and 1930 decades at eastern Europe sports

psychology is considered as science. The oldest organization named 'International Sports Psychology Association' is developed in mid of 1960 decade. The origin of this branch is considered at Rome in 1965 where first International Sports Psychology Conference was held just after the Rome Olympic. It becomes very popular and in 1980 several countries has developed International Societies.

Dony Ladders has distributed the progress of sports psychology in three stages which are presented below:

First Stage (1950 - 1965): It is related with personality of player and its impact on sports performance.

Second Stage (1966 - 1976): Using psychological principles and psychological testing and its impact is highlighted at this stage.

Third Stage (1977 - continue till now): This era is more concerned about development of psychological competence and strategies based on psychological principles to achieve the success in sports performance.

Motivational Suggestions for Improving Sports Performance

1. **Motivational Speech:** The performance can be improved by delivering motivational speech to players before any competition.
2. **Interactional with Successful Players:** When a successful player interacts with present players it energize the player which improves sports performance.
3. **Mental Training:** Psychological Training or Mental Training is needed with physical training to minimize psychological pressure and stresses among the players.

4. **Mental Balance:** Much importance to mental balance is given during mental training so that a player can face and enhance his skill and performance either in favourable and unfavourable situations.

Activity 9.1

- * Make a list of areas where psychological principles are applied.
- * Write an essay on Psychology in School.
- * How sports performance can be improved using psychological techniques. Discuss with your classmates and teachers.
- * What is the importance of psychology for yourself, Prepare a speech and present in classroom?

Important Points

1. *Problem solving became easier with the help of applied psychology.*
2. *Applied psychology is more concerned about the application of theoretical principles of psychology.*
3. *In area like environment, health, aerospace, politics, culture, women studies, economics, and traffic and transportation the importance of applied psychology is highlighted.*
4. *The use of applied psychology is increased in education, sports, communication and organization.*

Practice Questions

Multiple Choice Type

1. Job analysis is related with Psychology.
(a) Educational
(b) Communication

- (c) Organizational
(d) Sports
2. The experiences in learning is explored in Psychology
(a) Educational
(b) Communication
(c) Organizational
(d) Sports
3. Aspects of communication include:
(a) Informative
(b) Interactive
(c) Perceptual
(d) All of the above
4. Who is known as father of sports psychology
(a) Wundt
(b) Rogers
(c) Griffith
(d) Singer
5. Which branch of psychology belongs for aged people
(a) General
(b) Space
(c) Geriatric
(d) Singer

Answers - Multiple Choice Questions

1 (c); 2 (a); 3 (d); 4 (d); 5 (c)