

Chapter 1(a)

Human Behavior In General View

by

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Human Behavior is..

- The product of factor that cause people to act in predicable ways
- The result of attempts to satisfy human needs.
 - Base on motivation.
 - Based on personality types.

Study of Human Behavior = Psychology

- is the science of behavior and mental processes.
- Its immediate goal is to understand individuals and groups by both establishing general principles and researching specific cases.

Classifications Of Human Behavior

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| 1. | Conscious: state of awareness of thoughts, feeling, perceptoin and what is going on in the environment. | Unconscious: state of unawareness of thoughts. Eg: drunk,amnesia |
| 2. | overt: open to public observations | Covert: unseen objects such as thoughts, spirituality, feeling or responses which are not easily seen. |
| 3. | Voluntary: intentional | Involuntary: doing something against your will, action made without intent or carried out despite an attempt to prevent them |

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|----|--|---|
| 4. | Simple: what you see is what you get | Complex: compound complicated behavior eg: drinking alcohol, drug, crazy, insane, amok |
| 5. | Rational: pertaining to reasons, influenced or guided by reasons rather than emotion | Irrational: illogical |

Factors Effecting Human Behavior

- **Genetics** > affects and governs the individual's tendencies toward certain directions.
- **Attitude** > the degree to which the person has a favorable or unfavorable evaluation of the behavior in question.
- **Social norms** > the influence of social pressure that is perceived by the individual (normative beliefs) to perform or not perform a certain behavior.

Factors Effecting Human Behavior

- **Perceived behavioral control** > the individual's belief concerning how easy or difficult performing the behavior will be.
- **Survivor instinct** > engaging in certain behaviors may abate fear and become habitual, as in addiction.

What is Psychology?

The science of behavior and mental processes that seeks to describe and explain aspects of human thought feelings, perceptions and actions.

Psychology In Everyday Life

What are the goals of psychology?

To describe, explain, predict, and control behaviour and mental processes

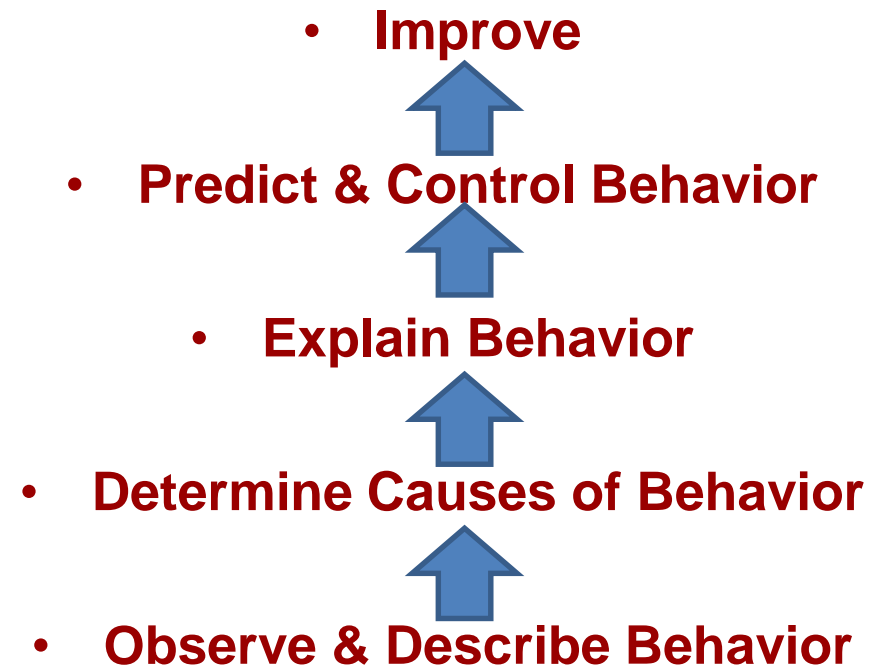
- **Describe:** tell what occurred
- **Explain:** tells the why
- **Predict:** under what conditions is the behaviour/event likely to occur
- **Control:** how is the principle applied or what change in condition is necessary to prevent unwanted occurrence or to bring about a desired outcome

Psychology in everyday life

Area in Application of Psychology

- Education (Learning Method, Counseling & etc.)
- Business (Consumerism, Marketing & etc.)
- Law & Policy (Criminal, Justice & etc.)
- Health (Self Development, Stress & etc.)

Study of human Behavior goals



- **Describe** – Tell what occurred, often in minute detail, as objectively as possible
- **Explain** – While descriptions come from observable data, psychologists must go beyond what is obvious and explain their observations. In other words, why did the subject do what he or she did?