

Dr. Mohd Ahamer Khan

Dept. of Psychology

Class: B.A. Gen/Sub Ist. Year

Paper: Fundamental Psychology

Topic: Branches of Psychology

Various fields of specialisation in psychology have emerged over the years. Some of these are discussed as follows

**Cognitive Psychology:** Studies human information processing abilities. Psychologists in this field study all aspects of cognition such as memory, problem solving, decision making, language, reasoning etc.

**Cultural Psychology:** Studies the ways in which culture, subcultures and ethnic group membership affect behavior. These psychologists do cross-cultural research and compare behavior of people in different nations.

**Gender Psychology:** Does research on differences between males and females, the acquisition of gender identity, and the role of gender



throughout life.

**Clinical Psychology:** It includes psychotherapy, investigates clinical problems; develops methods of treatment. This field emphasizes on - the diagnosis, causes, and treatment of severe psychological disorders and emotional troubles.

**Consumer Psychology:** Researches packaging, advertising, marketing methods, and nature of consumers.

**Educational Psychology:** Investigates classroom dynamics, teaching styles, and learning; develops educational tests, evaluates educational programs. Investigates all aspects of educational process ranging from curriculum design to techniques of instruction to learning disabilities.

**Industrial/Organisational Psychology:** Investigates all aspects of behavior in work setting ranging from recruitment of employees, performance appraisal, work motivation & leadership.