

Chapter 1

Characteristics of Business Psychology

Psycho comes from the Greek word Psyche = Soul

Logos = Education and Research Acquiring knowledge

Psycho + Logos = A study of the soul, which is related to mystical powers, sacred Things, Gods, and the belief that the soul is free. It can inspire human beings to have various possibilities.

General psychology

Studies on human and animal behavior

Understand in order to adapt to society effectively.

Therefore, it is necessary to study the various causes, resulting in different behaviors that are unique to each person.

This includes all the practices of a person as far as they can be observed.

All the conduct of a person, whether consciously or unconsciously.

➡ Standing, sitting. Talk Laughter

Or even the invisible. ➡ Thinking Emotions of love and anger

Psychological language: Use the word "BEHAVIOR"

Objectives of the study of psychology



- 👉 Study the causes of human behavior
- 👉 Understand behavior and mental processes
- 👉 Predict future behavior
- 👉 Change your behavior to meet your needs

Psychological study methods



- ① Introspection
- ② Observation
- ③ Case study
- ④ Interview
- ⑤ Testing
- ⑥ Experiment
- ⑦ Clinical method

① Introspection

: Subjecting the survey person to examine by reviewing their own actions and feelings in the past.

Then report your feelings by describing the causes and consequences of actions and activities.

For example, I want to know why a student always likes to talk nonsense. You have to call to see and tell the cause or incident in the past.

That is the reason for such behavior.

It will know the origin of the behavior.
and get guidelines to help correct behavior.





Self-Monitoring

You will get factual and useful information.

Because the reporter has experience and is actually present at the incident if the reporter remembers the incident accurately and is sincere in reporting honestly, not hiding and distorting the truth.

However, if the reporter does not remember the incident or story,

Or do not want to report the real information.

This will cause the misinterpretation of the story or event to be inaccurate.



② Observation

: Seeking the facts that need to be known by observing the phenomenon or from that situation without the person being observed, and save the details without putting the personal opinion or emotions of the observer into it. helps to understand the behavior of people in the natural environment;

For example, observing the behavior of entering the elevator in the patient building outside the hospital.

During 8.30 a.m. - 10.00 a.m.

Observation may also be made with tools to help record details, such as:

- Voice recorder
- Cinema cameras, camcorders
- Measurement of the number of people visiting the service



Observation is divided into 2 characteristics:

2.1 Formal observation

: Pre-prepared observations Planned Determine the time, situation, place, behavior, and person that has been observed.

2.2 Informal observation

: Observation without prior preparation or planning, but observation at the convenience of the observer.

③ Case Study



: Studying important details

However, it takes time to study continuously.

Then collect data to analyze and interpret.

To understand the causes of behavior or special characteristics that you want to know. This is so they can help correct and improve behavior constructively.



Individual study on a case-by-case basis.

It is necessary to study the details of those who want to study.

From the history and story of the family. Development history

Health history, academic achievement, interests in collecting information, and various techniques may be used to help.

For example, observations, interviews, testing, etc.

This is to process the information as thoroughly and accurately as possible.

④ Interview

: Conversations between 2 or more people.

The purpose of the interview is to have many purposes, such as:



for familiarity

Interviews to select candidates for jobs

Interview for admission

Interviews for guidance and counseling

This is to obtain information or facts to make decisions, provide advice, troubleshooting or provide further support.



A good interview requires preparation in advance.

Plan Determine the place and time.

And prepare topics or questions in the interview.

During the interview, the interviewer should use other techniques,
including:

For example, observing, listening, Using questions, speaking

Creating a good culture

The relationship between the interviewee and the interviewer
went well.

⑤ Testing



Using a tool with criteria to measure one or more behavioral characteristics. Behavior

The test taker is the one who responds to the test, which can be a verbal and non-verbal test or performance

To obtain information about the person according to the objectives set by the test-takers.

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- Minnesota Multiphase Personality Test
- Inkblot Test
- Wechsler Adult Intelligence Scale
- Aptitude Test

⑥ Experiment

: Methodology of collecting information that is systematic and scientific as follows:

Set up a problem.



Make a hypothesis



Collect data



Hypothesis Test



Interpretation and Reporting



Apply the results to solve problems.



The experiment is therefore to set the conditions to see the effect of the changes that occur.

To study the comparison of groups or circumstances as follows:

1. Experimental group: A group that is given experimental conditions to study the results of that condition.
For example, will brainstorming techniques make the group creative?
2. Control group: A group that has not been organized under any circumstances, everything is controlled to remain the same. Used to compare with experimental groups.

There are two types of "variables" that the experimenter wants to study:



* Independent variable

It is a variable or something that is used to experiment to see what the effect will be.

For example, teaching experimental groups with brain power techniques, "Will it affect the creativity of employees?"

* Dependent variable

It is a variable that is the result of an independent variable or an independent variable.

This causes the variable to change, or it is the result of the experiment. As a result, employee creativity increases.

⑦ Clinical method



Individual studies of human behavior disorders by studying the history in detail or relying on various psychological methods. Study the hypothesis of the fault, its normality and treatment to restore the abnormal to normal.

The study of treatment methods is divided into 2 types:

- Psychiatric
- Counseling Psychology

Different branches of psychology



1. General Psychology

Study the basics of general knowledge in psychology and various rules obtained from experimental analysis. The various basic behaviors of general psychology are the basis of other branches of psychology.

2. Experimental Psychology

Study the basic movements of humans and animals by experimental methods.

3. Social Psychology

It studies individuals in society, which is psychology related to the behavior of each ethnic group. Community interactions, coexistence, attitudes, and the exchange of attitudes of each group. Along with finding methods and criteria for controlling, controlling and regulating those behaviors.



4. Physiological Psychology

Associated with psychological states. The coordination of various organ systems in the body, which is related to human behavior, aims to consider the condition of the body.

Psychological disorders

5. Development Psychology

It studies various aspects of human development from conception to age, with an emphasis on thought, intelligence, emotions, and language.

6. Comparative Psychology

It is related to the similarities and differences in the behavior of all organisms. Studies on behavioral evolution, classical learning, and experimental instrumental cognition. The ability to differentiate, learn and perceive, etc.



7. Psycholinguistics

Combines psychological and linguistic methods. To study the expression of language in psychology. Language habituation How to use language in psychology and communication

8. Differential psychology and psychological evaluation (Differential Psychology and Psychological Test & Measurement)

It is related to the theory of testing using various factor analysis scales, especially in the field of education. Research on the development of the human being and the family. The study of individual differences in different aspects.

9. Applied Psychology

Applying the principles of psychology to educational methods, industrial Development, family life, etc.



10. Industrial Psychology

It involves researching methods and effects that are effective for work. Developing ideas in tasks that require high skill effects of the environment on Work, work motivation and performance evaluation

11. Educational Psychology

Study various behaviors related to teaching and learning situations. It emphasizes learning behavior and developing learners' abilities. Natural characteristics of learners The environment that affects learning, as well as how to apply the knowledge and understanding that occurs in improving the learning environment. Effective teaching and learning Efficient

12. Abnomal Psychology

Study the characteristics and causes, as well as the prevention of mental, physical, and behavioral disorders.



(Business Psychology

The study of human behavior related to business operations.

To be able to apply knowledge in recruitment. Selection, Maintenance, and Development of Business Personnel

Promote efficient business operations

Reduce the likelihood of failure.

and help run the business smoothly.

In an atmosphere of mutual happiness and satisfaction among management, employees, and service users.

It is also a guide to live a proper personal life.

This is a factor that supports the efficiency of work very well.

The essence of business psychology



1. Specific psychology of the person

Values/attitudes/beliefs, motivations, perceptions, learning

2. Psychology of groups of people

3. Psychology between people and organizations

Scope of Business Psychology



- Selection and Packing
- Training and Personnel Development
- Performance Evaluation
- Organizational Development
- Quality of work life
- Human-mechanical relationship

Benefits of Business Psychology



1. Makes it possible to understand human nature and human behavior.
2. Analyze behavior to find ways to help people with initial problems.
3. Able to adapt to society and the environment.
4. Improve your personality to be suitable for business
5. Use to motivate employees to be enthusiastic and motivate customers to choose to consume products.
6. Make it rational to think about problems When in various crises, such as stress, conflicts in mind, anxiety, problems at work, etc. Always having theoretical knowledge and self-training. It may cause them to be calm in thinking about solving various problems, both for themselves and for helping others.