The American Psychological Association has adopted ethical guidelines that prescribe standards of conduct for the professional work of psychologists in their roles as researchers, clinicians, and teachers. These guidelines include several general principles.

Institutional review board (IRB):
Research Methods in Psychology
- Informed consent:
- Debriefing:

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- The first psychology laboratory:
- Structuralism.
- Introspection

Cognitive psychology:
- Functionalism:
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• Gestalt psychology:
  The key members of this group were Max Wertheimer, Wolfgang Köhler, and Kurt Koffka.

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• Behavioral perspective:

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• Sigmund Freud and his followers developed the psychodynamic perspective:
• Psychoanalytic therapy:
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- Dissatisfaction with both the behavioral and the psychodynamic perspectives led psychologists Carl Rogers and Abraham Maslow to develop the humanistic perspective.
- **Humanistic perspective:**

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- The **physiological perspective:**

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- The **evolutionary perspective:**
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- The cognitive perspective:

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- The cultural and diversity perspective:

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- Mary Whiton Calkins
- Christine Ladd-Franklin
- Milicent Shinn
- Francis C. Sumner
- Inez Beverly Prosser
Present Day Psychology

Psychological Specialties
- Clinical psychology:
- Psychiatrists:

Psychological Specialties
- Counseling psychology:
Psychological Specialties
- Research psychologist:

Psychological Specialties
- Ethnocentrism:
- Cross-cultural psychology:

Psychological Specialties
- School psychologists:
- Industrial and organizational psychologists (also known as I/O psychologists):
Psychological Specialties

- Consumer psychology:
- Health psychology:
- Forensic psychologists:

Psychological Specialties

- Sport psychologists:
- Neuropsychologists: