

## The Behaviourist Approach

<b>Key Features</b>	<b>Methodology / Studies</b>
<ul style="list-style-type: none"><li>• Stimulus – Response</li><li>• Classical Conditioning (Watson/Pavlov)</li><li>• Reinforcement &amp; Punishment (Skinner)</li><li>• Objective Measurement</li><li>• Reductionism (breaks behaviour down)</li><li>• Nomothetic (studies the group)</li><li>• Law of Effect (Thorndike)</li></ul>	<ul style="list-style-type: none"><li>• Lab Experiments, e.g.</li><li>• Little Albert (&amp; the rat)</li><li>• Thorndike (&amp; the cat in a puzzle box)</li><li>• Skinner box (rats &amp; pigeons)</li><li>• Pavlov's Dogs</li><li>• Bandura Bobo Doll Experiment</li></ul>
<b>Assumptions</b>	<b>Contributions of Skinner</b>
<ul style="list-style-type: none"><li>• Behaviour should be studied scientifically using experiments.</li><li>• Behaviourism is primarily concerned with <b>observable behaviour</b>.</li><li>• The major influence on human behaviour is <b>learning from our environment</b> (e.g. conditioning).</li><li>• There is little difference between the learning that takes place in humans and that in other animals. Therefore research can be carried out on animals as well as humans.</li><li>• Behaviour is the result of <b>stimulus - response</b> (i.e. all behaviour, no matter how complex, can be reduced to a simple stimulus - response association).</li></ul>	<ul style="list-style-type: none"><li>• Made Psychology Scientific</li><li>• Operant Conditioning</li><li>• Therapies (e.g. Token Economies)</li><li>• Developed Comparative Psychology by showing animals are similar to humans.</li><li>• Deterministic view lead to the development of Humanism</li></ul> <b>Weaknesses</b> <ul style="list-style-type: none"><li>• Ignores mediational processes</li><li>• Ignores biology (e.g. testosterone)</li><li>• Too Deterministic (little free-will)</li><li>• Experiments – Low Ecological Validity</li><li>• Humanism – can't compare animals to Humans &amp; rejects scientific method</li><li>• Freud – people not born a blank slate</li></ul>

<http://www.simplypsychology.org/behaviorism.html>

## The Psychodynamic Approach

Key Features	Methodology	
<ul style="list-style-type: none"><li>• Tripartite Personality</li><li>• Psychosexual Stages of Development</li><li>• Unconscious Mind</li><li>• Drive / Instinct Theory (Eros, Thanatos)</li><li>• Defence Mechanisms (repression)</li><li>• Oedipus / Electra Complex</li></ul>	<ul style="list-style-type: none"><li>• Case Studies (Little Hans)</li><li>• Dream Analysis</li><li>• Free Association</li><li>• Projective Tests (TAT, Inkblots)</li><li>• Slips of the Tongue</li><li>• Hypnosis</li></ul>	
Assumptions	Contributions of Freud	
<ul style="list-style-type: none"><li>• The major causes of behaviour have their origin in the unconscious mind.</li><li>• Psychic determinism: all behaviour has a cause/reason. E.g. slips of the tongue (we have no freewill).</li><li>• Behaviour is motivated by instinctual drives Eros (Life) &amp; Thanatos (Death).</li><li>• Different parts of the unconscious mind are in constant struggle (Id, ego and superego).</li><li>• Our behaviour and feelings as adults (including psychological problems) are rooted in our childhood experiences (psychosexual stages)</li></ul>	<ul style="list-style-type: none"><li>• Case Studies (Little Hans)</li><li>• Unconscious Mind</li><li>• Instincts / Drives</li><li>• Projective tests (TAT, Ink Blots)</li><li>• Defence Mechanisms (e.g. Repression)</li><li>• Importance of Childhood</li><li>• Personality (id, ego, superego)</li></ul> <th data-bbox="761 1325 1333 1396">Weaknesses</th> <ul style="list-style-type: none"><li>• Case Studies - Subjective interpretation</li><li>• Unscientific (lacks empirical evidence)</li><li>• Too Deterministic (little free-will)</li><li>• Unrepresentative Sample (from Vienna)</li><li>• Little Hans could be classical con.</li><li>• Behaviourism believes we are born a blank slate and have no instincts at birth</li></ul>	Weaknesses

## The Cognitive Approach

<p style="text-align: center;"><b>Key Features</b></p>	<p style="text-align: center;"><b>Methodology / Studies</b></p>
<ul style="list-style-type: none"> <li>• Mediation Processes</li> <li>• Information Processing Approach</li> <li>• Reductionism (breaks behaviour down)</li> <li>• Introspection</li> <li>• Nomothetic (studies the group)</li> <li>• Schemas (re: Kohlberg and Gender)</li> </ul>	<ul style="list-style-type: none"> <li>• Lab Experiments</li> <li>• Introspection (Wundt)</li> <li>• Memory (Jacobs Digit Span)</li> <li>• Kohlberg - Gender (Boy George)</li> <li>• Case Studies (re: KF - STM)</li> </ul>
<p style="text-align: center;"><b>Assumptions</b></p>	<p style="text-align: center;"><b>Contributions of Wundt</b></p>
<ul style="list-style-type: none"> <li>• Psychology should be seen as a <b>science</b>, to be studied in a scientific manner (usually in a laboratory).</li> <li>• Behaviour can be largely explained in terms of how the <b>mind</b> operates, i.e. the <b>information processing approach</b>.</li> <li>• The mind works in a way <b>similar to a computer</b>: inputting, storing and retrieving data.</li> <li>• <b>Introspection</b> is a valid scientific method of studying cognitive processes.</li> <li>• <b>Mediational processes</b> (e.g. thinking, memory) occur between stimulus and response.</li> </ul>	<ul style="list-style-type: none"> <li>• Made Psychology Scientific by using controlled and objective methods.</li> <li>• Introspection</li> <li>• Stimulated interest in Cog Psychology by studying images and perception.</li> <li>• Founded the first psychology laboratory in 1879, Germany.</li> </ul> <p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Ignores biology (e.g. testosterone)</li> <li>• Experiments – Low ecological validity</li> <li>• Humanism – rejects scientific method</li> <li>• Behaviourism – can't objectively study unobservable internal behaviour</li> <li>• Introspection is subjective</li> <li>• Humanism – people are unique</li> </ul>

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## The Humanistic Approach

Key Features	Methodology
<ul style="list-style-type: none"> <li>• Qualitative research</li> <li>• Ideographic approach</li> <li>• Congruence (self-image and ideal self)</li> <li>• Self-Actualisation (reach potential)</li> <li>• The Self (e.g. self-worth, self-image)</li> <li>• Holism (e.g. study the whole person)</li> </ul>	<ul style="list-style-type: none"> <li>• Qualitative research, e.g.</li> <li>• Case Studies</li> <li>• Informal Interviews</li> <li>• Q-Sort Method (for congruence)</li> <li>• Questionnaires</li> <li>• Problems with Qualitative Data</li> </ul>
Assumptions	Contributions of Rogers
<ul style="list-style-type: none"> <li>• Humans have free will; this is called personal agency.</li> <li>• All individuals are unique and have an innate (inborn) drive to achieve their maximum potential.</li> <li>• A proper understanding of human behaviour can only be achieved by studying humans - not animals.</li> <li>• Humans are intrinsically good.</li> <li>• Psychology should study the individual case (idiographic) rather than the average performance of groups (nomothetic).</li> <li>• The whole person should be studied in their environmental context.</li> </ul>	<ul style="list-style-type: none"> <li>• Focus on the Self / Person</li> <li>• Rejection of the Scientific Approach</li> <li>• Qualitative Research (e.g. case study)</li> <li>• Person Centred Therapy</li> <li>• Concept of Free-Will</li> <li>• Concept of Self-Actualisation</li> </ul>
	Weaknesses
	<ul style="list-style-type: none"> <li>• Unscientific – subjective concepts</li> <li>• E.g. cannot measure self-actualisation</li> <li>• Humanism ignores biology (hormones)</li> <li>• Behaviourism – human and animal behaviour can be compared</li> <li>• Qualitative data is difficult to compare</li> <li>• Freud – all behaviour is determined</li> </ul>

<http://www.simplypsychology.org/humanistic.html>

## The Biological Approach

<p style="text-align: center;"><b>Key Features</b></p>	<p style="text-align: center;"><b>Methodology / Studies</b></p>
<ul style="list-style-type: none"> <li>• Natural Selection / Evolution</li> <li>• Adaptation</li> <li>• Scientific method</li> <li>• Heredity</li> <li>• Nomothetic (studies the group)</li> </ul>	<ul style="list-style-type: none"> <li>• Lab Experiments</li> <li>• Correlation studies</li> <li>• Twin research</li> <li>• Naturalistic observations (Kettlewell)</li> </ul>
<p style="text-align: center;"><b>Assumptions</b></p>	<p style="text-align: center;"><b>Contributions of Darwin</b></p>
<ul style="list-style-type: none"> <li>• Psychology should be seen as a <b>science</b>, to be studied in a scientific manner (usually in a laboratory).</li> <li>• Behaviour can be largely explained in terms of biology (e.g. genes/hormones)</li> <li>• For example gender is affected by chromosomes and hormones.</li> <li>• Human genes have evolved over millions of years to adapt behaviour to the environment.</li> <li>• Therefore, most behaviour will have an adaptive / evolutionary purpose.</li> <li>• Human are similar to animals. Therefore research can be carried out on animals as well as humans (re: <b>comparative psychology</b>).</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Ignores unconscious mind</li> <li>• Doesn't recognise the environment</li> <li>• Humanism – rejects scientific method</li> <li>• Humanism: too deterministic – little room for free will</li> <li>• Doesn't recognise cognitive processes</li> <li>• Behaviourism – we are born a blank slate and not with instincts at birth</li> </ul>

<http://www.simplypsychology.org/biological-psychology.html>

## Key Features of the Scientific Approach

Science	Common Sense
Empirical Evidence	Anecdotal Evidence
Experiments / Observations	Single Experience - Not tested against reality
Formulates Hypotheses	Could be biased (e.g. sexist)
Objective (e.g. reliable/unbiased)	Subjective (e.g. one sided)
Can generalise from the data collected	Can't generalise from one person's experience(s)
Measurement	Lack of measurement
Control Variables	No Control over EVs
E.g. Milgram Experiment – People shocked a stranger.	E.g. common sense views – People would not shock a stranger

### **The difference between science and common sense**

**Common sense** is based on personal anecdotes, i.e. ideas and stories, opinions.

**Scientific explanations** are based on empirical evidence, by using experiments and observations to investigate theories and hypotheses.

Therefore science is objective and common-sense is not (it's subjective).

<http://www.simplypsychology.org/science-psychology.html>