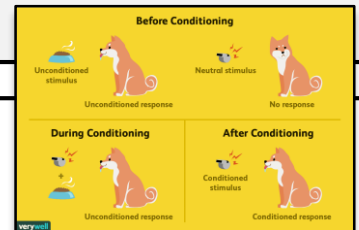


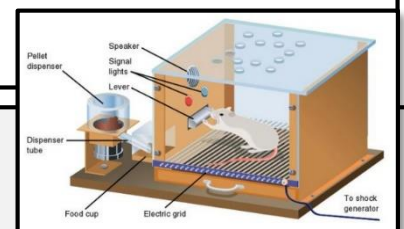
The Behaviourist approach

Key assumptions:



Classical Conditioning

What human behaviours can be explained by CC?



Operant Conditioning

What human behaviours can be explained via OC?

<u>Point</u>	Evidence or Example	Explanation	Link
A strength of the behaviourist approach is that the theories of CC and OC have practical application.			
A strength of the behaviourist approach is that there is evidence to support that humans also learn via classical conditioning.			
A strength of the behaviourist approach is Pavlov and Skinner used highly scientific methods.			
A limitation of the behaviourist theories is that they underestimate the influence of cognition in the learning process.			
A limitation of the behaviourist approach is that the theories of classical and operant conditioning were developed from animal research.			
A limitation of Skinner's research is that he underestimates the influence of indirect (vicarious) reinforcement.			

Social Learning Theory (SLT)

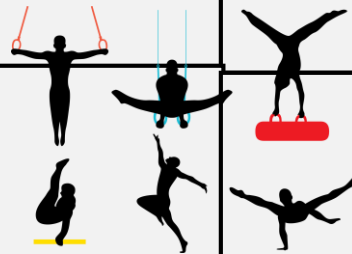
Key assumptions:

Observation

Imitation

Identification

Modelling



Vicarious Reinforcement (indirect reinforcement)

Mediational Processes

Attention

Retention

Reproduction

Motivation

<u>Point</u>	Evidence or Example	Explanation	Link

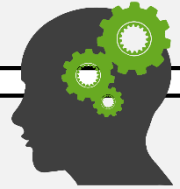
Bandura and Ross: Bobo Doll study (1961)



Aim	
Procedure	
Results	
Conclusion	

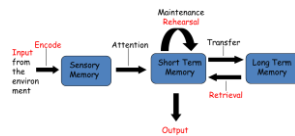
<u>Point</u>	Evidence or Example	Explanation	Link

The Cognitive Approach



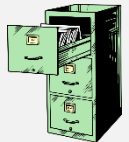
Key assumptions:

Theoretical Models



Computer Models (information processing model)

Schemas



Inferences about cognition

Emergence of cognitive neuroscience

<u>Point</u>	Evidence or Example	Explanation	Link

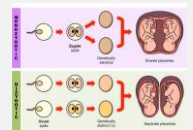
The Biological Approach

Key assumptions:

Genotype

Phenotype

Use of twin Studies to investigate genetic influence on behaviour



Physiological influence on behaviour (anatomical and biochemical)

Evolutionary explanations for the origins of human behaviour



<u>Point</u>	Evidence or Example	Explanation	Link

Wundt and the origin of psychology: emergence of psychology as science



First contribution:

Second contribution:

Third contribution:

Outline and explain Wundt's method of introspection

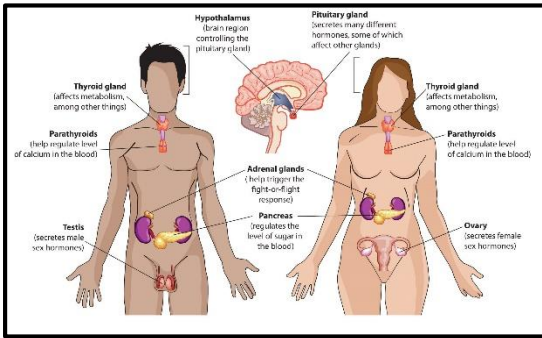


Wundt was a supporter of the scientific method – outline this method, explain the key features of “science”

Strengths of Wundt's contribution 😊

Limitations of Wundt's contribution 😊

The endocrine system



Outline the function of the endocrine system

Key Term	Definition
Hormone	
Gland	
Negative Feedback	

Adrenal Medulla

Location	
What hormone is secreted?	
Physiological changes – what is the hormone helping the body to manage or regulate?	

Adrenal Cortex

Location	
What hormone is secreted?	
Physiological changes – what is the hormone helping the body to manage or regulate?	

Pancreas

Location	
What hormone is secreted?	
Physiological changes – what is the hormone helping the body to manage or regulate?	

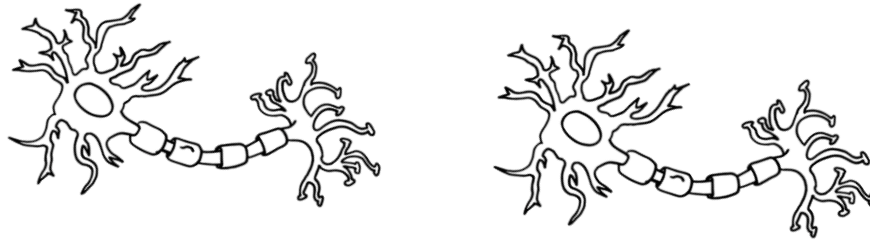
Hypothalamus

Location	
What hormone is secreted?	
Physiological changes – what is the hormone helping the body to manage or regulate?	

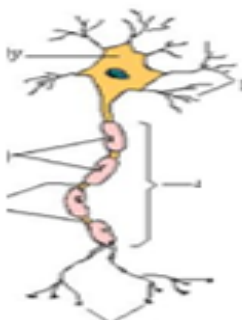
Ovaries	Hormone =	Physiological influence:
Testes	Hormone =	Physiological influence:
Pituitary (anterior)	Hormone =	Physiological influence:

The nervous system

Label key structures of a neuron – indicate the direction of the action potential conduction. Explain the structures and process involved in synaptic transmission



Outline the structure, function and location of sensory, relay and motor neurons



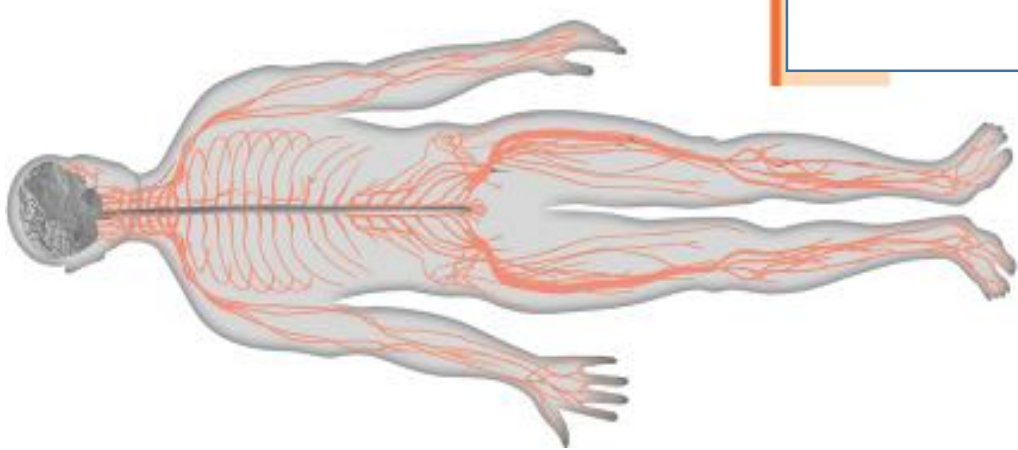
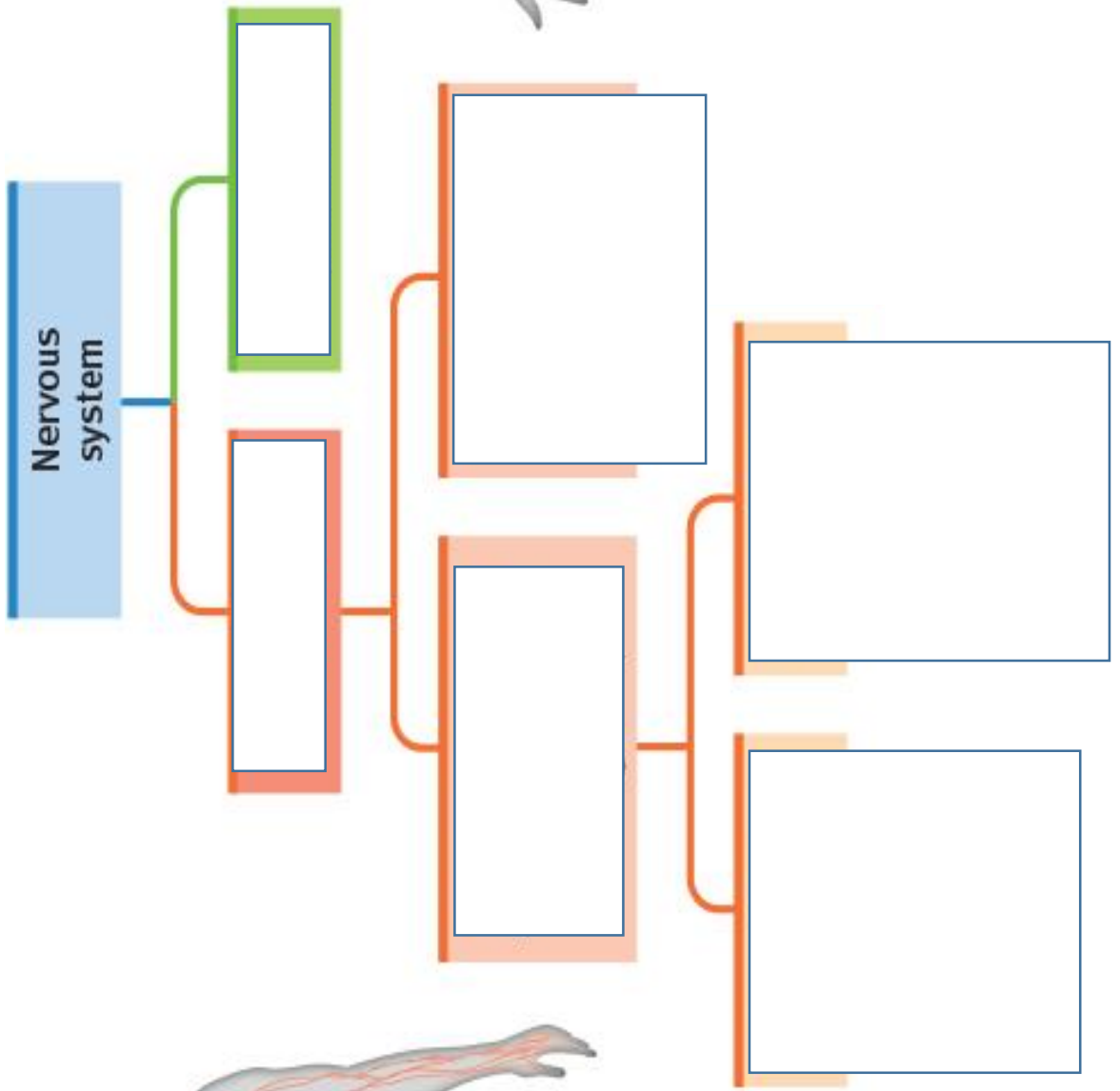
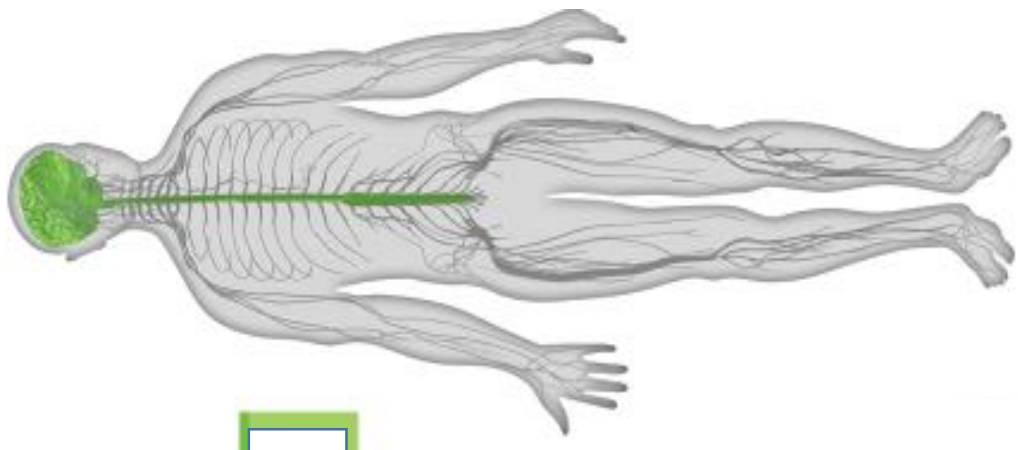


Figure 2.5
Myers/DeWall, *Psychology in Everyday Life*, 4e, © 2017 Worth Publishers