Approaches knowledge organiser

Psychology @ chaseterraceacademy

Origins of Psychology

Wundt – Established first Psychology lab, aimed to study the 'mind' in a controlled way
Developed **introspection** – the study of the mind through examining thoughts, images and sensations
Standardised procedures –replicated, more scientific
Contribution – marked the separation of scientific psychology from philosophical roots, led to development of other approaches

Behaviourism

Focus on observable behaviour rather than mental processes, scientific, behaviour is learnt
Classical conditioning (Pavlov) – learning through association (NS becomes CS)
Dog associated bell (NS) with food (UCS) to produce learnt response of salivation to Bell (CS)
Operant conditioning (Pavlov) – learning through reinforcement and consequences
Skinner's box – rats pressed a lever to receive food, repeated behaviour to get reward (positive reinforcement), or pressed lever to avoid shock (negative reinforcement)
☺ Scientific research – controlled, measurable, higher in validity (can also be replicated)
☺ RWA – token economy systems, flooding
☹ Mechanistic view of behaviour, ignores mental processes, environmentally deterministic
Contribution – Understanding of phobias, attachment, RWA, emphasis on scientific processes (led to further approaches)

Social learning theory

Bandura – learning through observation and imitation
Vicarious reinforcement – behaviour seen to be rewarded will be repeated
Mediational processes – attention, retention, motor reproduction, motivation
Identification with role models
Bandura's research – children imitated aggressive role model towards Bobo Doll

☺ Emphasises cognitive factors – mediational processes
☺ Accounts for cultural variations in behaviour
☹ Underestimates biological factors – differences in aggression could be explained by testosterone
Contribution – accounts for cognitive processes, RWA (reducing aggression in children)

Biological approach

All behaviour has a biological cause – genetics, neurochemistry and neuroanatomy
Twin studies are used to measure concordance between MZ, DZ twins (% higher in MZ twins – genetic basis)
Genotype – actual genetic make-up, **phenotype** – how genes are expressed, influenced by environmental factors (e.g. PKU), interaction between nature and nurture
Darwin (evolution) – natural selection, behaviours which promote survival are passed down through generations
☺ Scientific methods – brain scanning, drug trials – more objective, less open to bias
☺ RWA – drug treatments for disorders
☹ Difficult to establish cause and effect
☹ Biological determinism (implications of CJS)
Contribution – increased scientific credibility, RWA in use of drug treatments for disorders/addiction

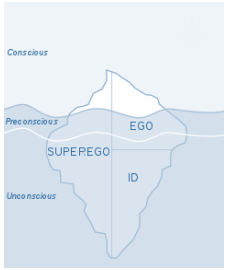
Cognitive approach

Behaviour is influenced by internal mental processes (e.g. perception and memory)
Inference – studying mental processes indirectly by making inferences (assumptions) rather than direct observation
Theoretical models – information processing, input/storage/retrieval e.g. multi store model
Computer models – programmes that can be run to imitate human mind
Schemas – mental packages of information developed through experience, act as 'mental framework' or 'shortcut', processes of accommodation and assimilation
Cognitive neuroscience – study of the influence of brain structures on cognitive processes, brain scanning
E.g. episodic and semantic memories linked to PFC, neurological basis of disorders (e.g. OCD)
☺ Scientific study – lab experiments
☺ RWA – CBT
☹ Machine reductionism – oversimplifies cognitive processing
☹ Reliance on inference and artificial tasks – lacks validity
Contribution – importance of mental processes, RWA – cognitive interview, CBT

Timeline of approaches
Philosophy → Wundt → Psychodynamic → Behavourism → Humanism → Cognitive → Social learning theory → Biological → Cognitive neuroscience

Psychodynamic approach

All behaviour influenced by unconscious drives resulting from childhood experiences
Unconscious – part of the mind we are not aware of, protects the conscious self from anxiety/ trauma/conflict, traumatic repressed memories drive behaviour
Structure of personality – Id (selfish, pleasure principle), ego (reality principle), superego (morality principle) – conflict
Defence mechanisms – repression, denial, displacement
Psychosexual stages – oral (0-1), anal (1-3), phallic (3-5 Oedipus complex), latent (6-10), genital (puberty onwards), fixation can cause issues
☺ Emphasised importance of childhood in mental health
☺ Evidence supports existence of defence Mechanisms



☹ Case study method – unscientific and not generalisable
☹ Difficult to falsify concepts
Contribution – RWA in use of talking theory, importance

Humanistic approach

Emphasise free will in human behaviour
Person-centred approach
Maslow's hierarchy of needs – move up hierarchy to achieve own potential (self-actualisation), lower levels must be met
Focus on the self
Can be incongruence between self-concept and ideal self (leads to low self-esteem), therapy aims to establish congruence
Unconditional positive regard – love without conditions creates a feeling of worth and high self-esteem (conditions of worth can do the opposite)
☺ RWA – client/person-centred therapy
☺ Positive approach, people in control, not reductionist
☹ Concepts abstract and difficult to measure
☹ May not have free will
Contribution – RWA (therapy), person-centred, holistic