

## Gender bias

- **Alpha bias** → exaggerates differences between men and women
- **Beta bias** → Minimises differences between men and women.
- **Androcentrism** → male point of view.
- **Universality** → conclusion that can be applied to everyone regardless of time, gender or culture.

### Examples

- Kohlberg (moral development) Beta bias, because he only tested males and assumed both sexes developed morals in the same way.
- Schizophrenia → Androcentric because society is male dominated, males over diagnosed
- Freud (psychosexual stages) Alpha bias → femininity is failed masculinity; females experience penis envy.

## Free will vs. determinism

**Free will** → we are self-determining and have control and choice over all thoughts and actions. Can't be tested scientifically.

Rogers (HUMANISM) → PCT, congruence, conditions of worth, UPR, self-actualisation.

**Determinism** → Behaviour is controlled by internal or external forces.

### Types of determinism

- **Soft D.** → [COGNITIVE] Humans have free will, but some behaviours are controlled (Aggression/Mental health)
  - **Hard D.** → [BIO/BEHAV/PSYCH] Human behaviour is a result of internal or external forces which are predictable and causes.
  - **Biological D** → Genes, neurotransmitters, hormones, brain structure all control behaviour.
  - **Environmental D.** → Socialisation, conditioning
  - **Psychic D.** → Unconscious, psychoanalysis, psychosexual stages, id, ego, superego, parapraxes.
- Doubly-determined** → When 2 or more forces are responsible for behaviour (parenting and hormones)
- Causal explanation** → Determinism can show that all behaviour has a cause and can be controlled within a scientific study.

## Culture bias

- **Ethnocentrism** → emphasising the importance of a researcher's own culture / judging other cultures by its standards and values
- **Imposed etic** → using theories, measurements designed in one culture and applying it to other cultures (assuming the 'norm').
- **Cultural relativism** → appreciating that behaviour varies between cultures and is not universal
- **Emic approach** to research → studying cultures in isolation by identifying behaviours that are specific to that culture

### Examples

- Ainsworth → Ethnocentric - assumed all cultures had secure attachment as their majority.
  - IQ tests → attempt to generalise to other cultures
  - DSM/ICD → Culture bound syndromes
- But... some behaviours are universal (e.g. facial expressions)

## Idiographic vs. nomothetic

**IDIOGRAPHIC** → to focus research on individuals with an emphasis on the self and uniqueness of each person. avoids generalisations

- Prefers to use qualitative data, self-reporting, case studies, unstructured interviews.
- Humanism → self-reporting within therapy / we all have unique self-actualisation goals and free will.

**NOMOTHEIC** → Studying populations of groups of people to make generalisations and conclusions about behaviour. Uses general laws (Classification, principles and dimensions).

- Prefer to use quantitative data, objective measures
  - Behavioural → Very scientific and aims to make predictions
  - Biological → Very scientific / aims to make classification systems
- Combination → Each approach complements each other. We need idiographic to create nomothetic laws, and we need nomothetic laws to understand group influences on individuals (social influence).

## Reductionism vs. holism

**HOLISM** → view humans as whole beings and understand their context.

- Humanism → We can't focus on specific factors of behaviour; we must consider the whole person to understand how they function.

**REDUCTIONISM** → It's easier to analyse behaviour if it's broken down into smaller components such as levels of explanation. parsimony: the idea that complex phenomena should be explained in the simplest terms possible.

- Biological approach e.g. using low serotonin to explain OCD.

**Interactionist approach** → levels of explanation combine to give a better understanding of behaviour.

**Diathesis-stress model** → Understanding different causes and triggers

## Nature vs. nurture

**NATURE** → Behaviours is caused by inheritance, innate mechanisms and evolutionary ideas, nativist theory

- Attachment → Innate and adaptive
- Concordance rates → the closer the relation, the higher the concordance (genetic) Eg. MZ and DZ twins.

**NURTURE** → All behaviour is learnt by different levels of the environment (socialisation, culture, parenting), empiricist theory, blank slates

- Behavioural approach e.g. learning theory of attachment/phobias

**Interactionist approach** – genes/environment i

- Diathesis-stress model – genetic vulnerability + life stressor = risk of developing disorder.
- Epigenetics – genes can affect environment e.g. aggressive people may engage in aggressive sports

## Ethical implications / social sensitivity

**Ethical implications** → the impact or consequence that research has on the wider society/groups

**Social sensitivity** → Research has a potentially sensitive/controversial consequence or implication

**Implications** could include

- Effects on participants/groups
- Effects on policy/the economy
- Effects on allocation of resources/funding
- Bias/discrimination against certain groups

### Examples

Bowlby → reformed childcare practices BUT encouraged the view that mothers need to raise children

- Intelligence and 11+ exams → led to negative consequences
- Raine → brain scanning suggested murderers were born violent