

APPLIED PSYCHOLOGY

SUMMER WORK

WHAT IS PSYCHOLOGY?

Psychology is the scientific study of mind and behaviour. As such, it is a part of our everyday lives. Understanding human behaviour is fundamental to many jobs in society and the study of Psychology remains a very popular subject.

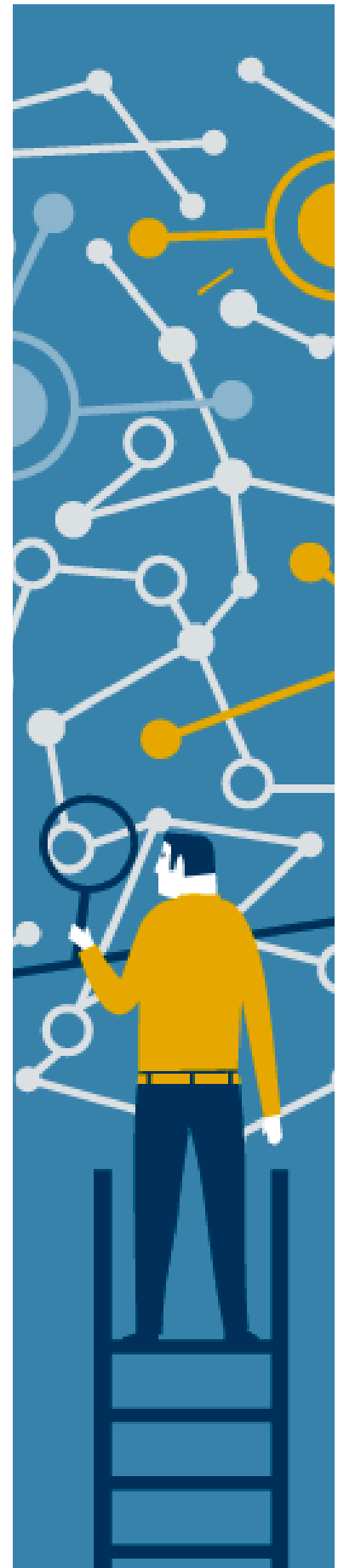
In unit 1: Psychological Approaches and Applications, you will be introduced to some basic ideas from different approaches in Psychology. You will develop an understanding of how psychological research can explain gender, aggression and consumer behaviour.

- **SOCIAL PSYCHOLOGY** explains how human behaviour occurs in a social context and how people, society and culture can affect behaviour
- **COGNITIVE PSYCHOLOGY** focuses on human information processing and how it can influence, and be influenced by, perception and memory
- **THE LEARNING APPROACH** explains how behaviour is learned from the world around us – through association, consequences i.e. rewards and punishment or through the imitation of role models
- **THE BIOLOGICAL APPROACH** explains how internal biological processes, such as genetic inheritance, brain structure and brain chemistry can affect human behaviour and how these processes can be explained by evolution.

In this unit, you will investigate the various ways in which psychologists explain human interactions and you will gain a clear insight into how and why some behaviour occurs.

This unit gives you the knowledge, understanding and skills relevant to higher education courses such as a BSc in Psychology. The unit is also useful to help you to progress to a range of vocational sectors where knowledge of psychology is helpful, including law enforcement, business and marketing, education and health care.

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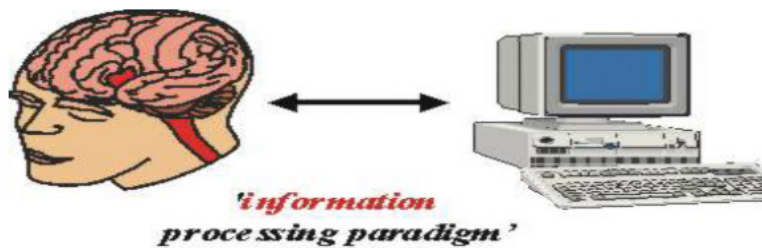
APPLIED PSYCHOLOGY

To prepare you for your studies in September, I would like you to research the assumptions and some of the key concepts for the four approaches in Psychology:

SOCIAL PSYCHOLOGY



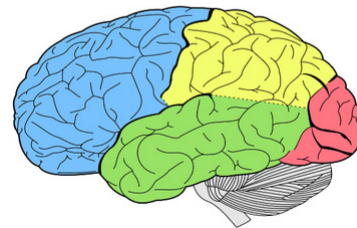
COGNITIVE PSYCHOLOGY



THE LEARNING APPROACH



THE BIOLOGICAL APPROACH



Websites that will help you are as follows, you will also find a list of YouTube clips at the end of the booklet to support your research.

<http://psychcentral.com>

<https://www.verywellmind.com/psychology-4014660>

<https://www.psychologytoday.com/gb>

<http://www.spring.org.uk/>

<http://www.bbc.co.uk/science/humanbody/mind/index.shtml>

<https://www.bps.org.uk/public>

Bring your work booklet to your first Psychology lesson

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SOCIAL PSYCHOLOGY

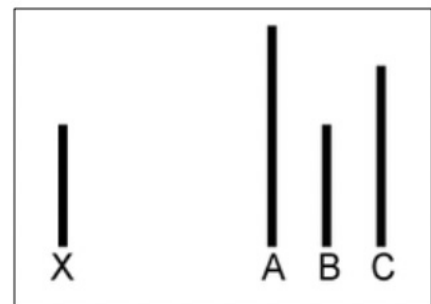
Briefly outline what the assumptions of the Social Approach are:

Define conformity including normative and informational influence.

Give examples of when someone shows each type of conformity

- Internalisation
- Identification
- Compliance

Research Asch (1951) investigation of conformity to the majority.
Explain what he did and what he found.



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COGNITIVE PSYCHOLOGY

Briefly outline what the assumptions of the Cognitive Approach are:

Define a schema in cognitive Psychology

What is cognitive Neuroscience?

Define the role of computer models in Psychology.

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THE LEARNING APPROACH

Briefly outline what the assumptions of the Learning Approach are:

Define Classical Conditioning

Define Operant Conditioning

Define Social Learning

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THE BIOLOGICAL APPROACH

Briefly outline what the assumptions of the Biological Approach are:

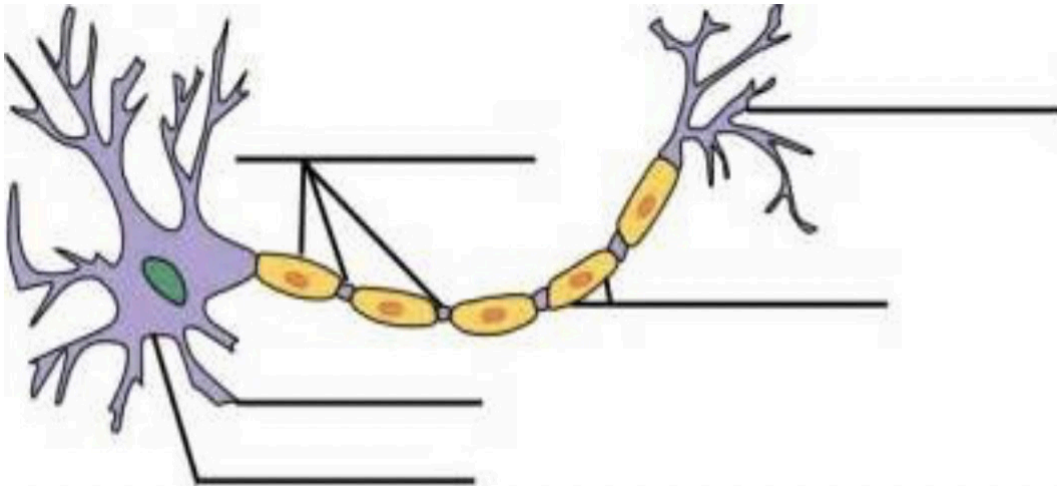
What are Genotypes and Phenotypes?

What are Neurotransmitters?
How does Serotonin and Dopamine regulate mood and behaviour?

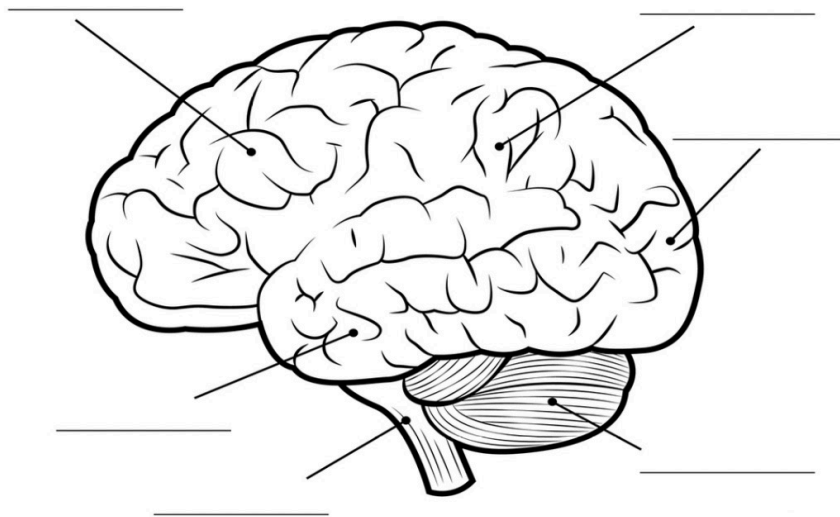
What are Hormones? What is Testosterone used for?

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LABEL THE NEURON:



LABEL THE DIFFERENT AREAS OF THE BRAIN AND COLOUR IN THE DIFFERENT SECTIONS:



Briefly discuss the function of the brain and how it regulates behaviour

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YOUTUBE CLIPS THAT WILL HELP YOU

https://youtu.be/l_ctJqJlrHA —Skinner operant conditioning



<https://youtu.be/Eo7jcl8fAul>—fun play on classical conditioning



<https://youtu.be/H6LEcM0E0io>—The difference
between classical and operant conditioning



https://youtu.be/LZ9hSh_v3Mg What is cognitive neuroscience documentary



https://youtu.be/NjTxQy_U3ac Social Learning Theory

