

## PSYCHOLOGY

### SUMMER TRANSITION BOOKLET - PSYCHOLOGICAL APPROACHES

#### 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 to study.

**Psychological Approaches**, 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.
- **The Psychodynamic Approach** examines the importance of childhood and the role of the tripartite personality and the unconscious mind in determining human behaviour.

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.



You will gain the knowledge, understanding and skills relevant to higher education courses such as a BSc in Psychology. It will also 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.

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

### The Social Approach



### The Cognitive Approach



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

<http://psychcentral.com>

### The Learning Approach



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

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

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

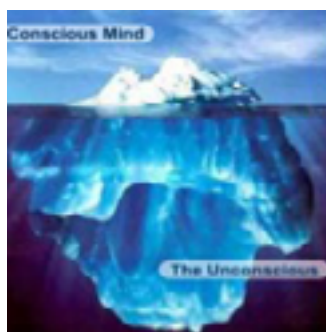
### The Biological Approach



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

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

### Psychological Approach



Bring your work  
booklet to your  
first psychology  
lesson

## The Social Approach

Social psychologists focus on the way these feelings, thoughts, beliefs, intentions and goals are constructed and how such psychological factors, in turn, influence our interactions with others

Briefly outline what the assumptions of the Social Approach are:

Define conformity including normative and informational influence.

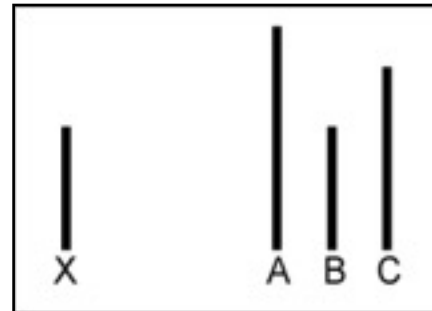
Give examples of when someone shows each type of conformity.

√ Internalisation

√ Identification

√ Compliance

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



## The Biological Approach

In the 1980's the biological approach begins to establish itself as the dominant scientific perspective in psychology. This is due to advances in the technology that have led to increased understanding of the brain and biological processes.

Briefly outline what the assumptions of the Biological Approach are:

What are genotypes and phenotypes?

**Apply it:**

Sam and Dan are identical twins who were separated at birth. When they met each other at the age of 18 they are surprised by their slight differences in looks and huge differences in personality. Sam is much more outgoing than Dan who has always been rather shy.

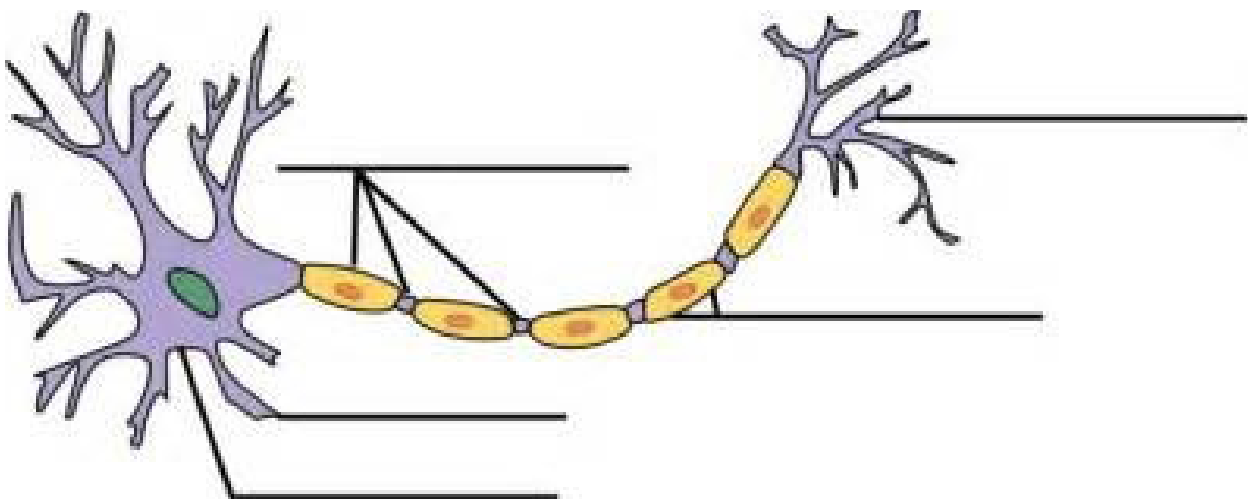
Using your knowledge of genotype and phenotype to explain the differences in their personality.

What are neurotransmitters?

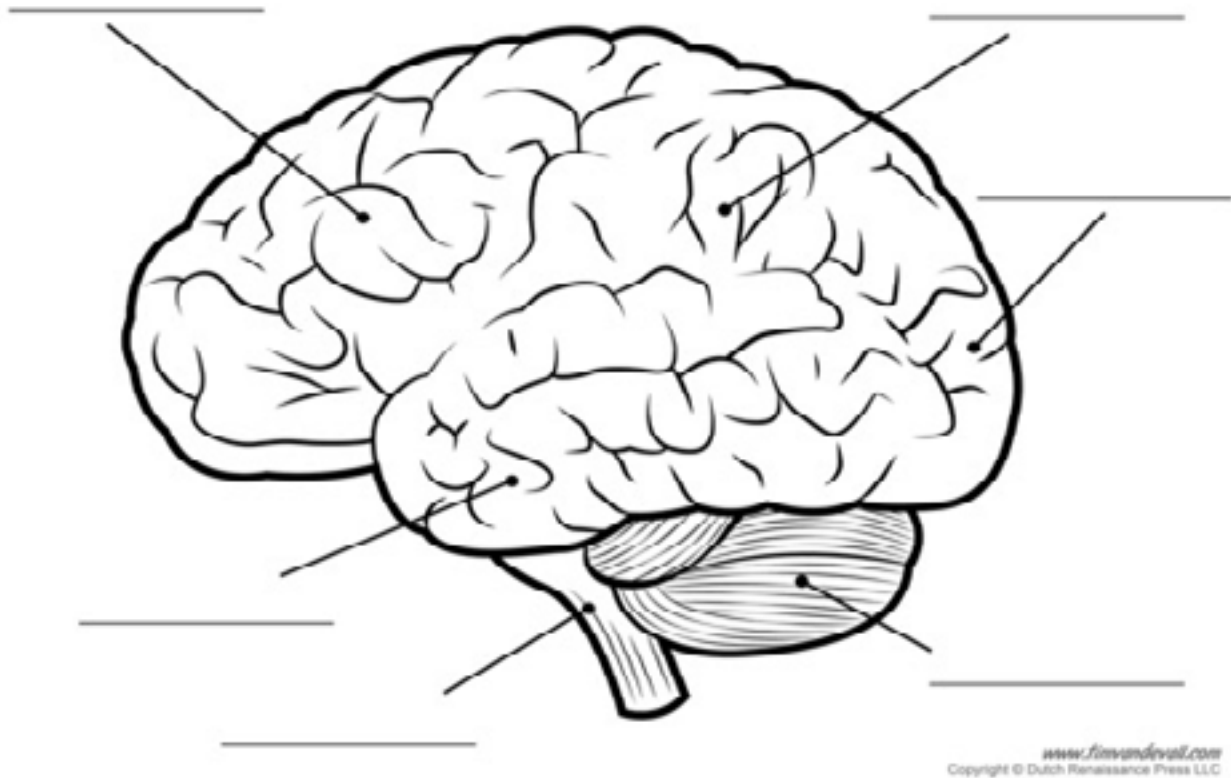
How does serotonin and dopamine regulate mood and behaviour?

What are hormones? What is testosterone used for?

### 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

## The Learning Approach

The learning approach emerged at the beginning of the 20th century and became the dominant approach in Psychology for half of that century. It is also credited as being the driving force in the development of psychology as a scientific discipline.

Briefly outline what the assumptions of the Learning approach are:

### Define classical conditioning

Before Conditioning: \_\_\_\_\_ → \_\_\_\_\_  
Unconditioned stimulus → unconditioned response

\_\_\_\_\_ is the neutral stimulus that produces no response

During Conditioning: \_\_\_\_\_ + \_\_\_\_\_ → \_\_\_\_\_  
Unconditioned stimulus + neutral stimulus → unconditioned response

After Conditioning: \_\_\_\_\_ → \_\_\_\_\_  
Conditioning stimulus → conditioned response

### Define operant conditioning

Explain the difference between positive and negative reinforcement.



## Social Learning Theory

Around the time of cognitive revolution, Albert Bandura proposes the Social Learning Theory as a development of the behaviourist approach. He argues that classical and operant conditioning could not account for all human learning – there are important mental processes that bridge between stimulus and response.

### Define the key terms

<b>Vicarious reinforcement</b>	
<b>Identification</b>	
<b>Imitation</b>	
<b>Model</b>	

**Apply it:** Mrs Hill is a secondary school teacher. She notices that some of the students in her class constantly call out answers without raising their hands, which ruins the learning for other students. How might Mrs Hill use vicarious reinforcement to change the behaviour of these students?

**Apply it:** Bandura's Bobo doll experiments have implications for the media – are children, and indeed some adults influenced by the violence and aggression they see on television, in movies and video games? There have been many incidences of copycat killing where perpetrators have said they were inspired by violent TV and films.



Using Social Learning principles explain why media may potentially have a negative impact on children's behaviour.

## The Cognitive Approach

The cognitive revolution came with the introduction of the digital computers. It was developed in the 1960's as a response to the 'behaviourists' failure to acknowledge mental processes. The digital computer gave psychologists a metaphor for the operations of the human mind.

Briefly outline what the assumptions of the Cognitive Approach are:

Define a schema in cognitive psychology

**Apply it:** Explain the role of the schema in helping you make sense of the information below.

Evrey gnereation gtes the mosnter it deserevs as the reprsenetaiton of its depeest faers. tdoay's zombeis, who are usulaly infetced in thier thuosanads, repersent our mdoren faer of contgauiuos disesaes, uncnontroled medcial tehconolgoy and scioial colalpse. Zombeis are lniked, in our cutlure, with daeth and we probalby evovled to aviod daed and disesaed bodeis to aviod infdetoin, acrodnig to Lynn Alden, a profsesor at the Univrestiy of Brtsiuh Colmobia. "But its one thnig to aviod a cosrpe taht ins't movnig and qiute antoehr wehn tehy strat chasnig you!"

What is cognitive neuroscience?

Define the role of computer models in psychology.

## The Psychodynamic Approach

The Psychodynamic approach is most associated with Sigmund Freud (though several post-Freudians were influenced by and expanded upon many of Freud's ideas). Freud emphasised the influence of the unconscious mind on behaviour, alongside development of his person-centred therapy psychoanalysis. He argued that physical problems could be explained in terms of conflict with the mind.

The structure of personality - Briefly summarise in a sentence:

ID:

EGO:

SUPEREGO:

Defence mechanisms: How we balance the conflict between the id and superego

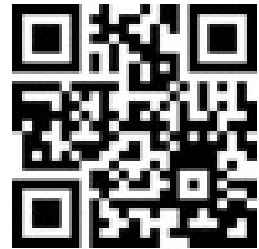
Repression	Forcing a distressing memory out of the conscious mind
Denial	Refusing to acknowledge some aspect of reality
Displacement	Transferring feelings from the true sources of distressing emotion onto a substitute target

**Apply it:** Match each example below to a defence mechanism listed in the table.

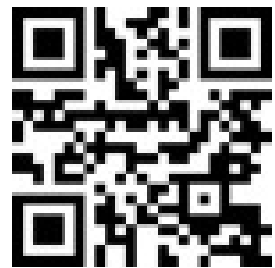
- Continuing to turn up to work even though you have been sacked
- An individual forgetting the trauma of their favourite pet dying
- Slamming the door after a row with your parents.

**You tube clips that will help you**

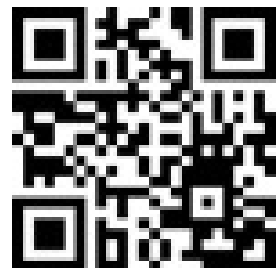
[https://youtu.be/l\\_ctJqjlrHA](https://youtu.be/l_ctJqjlrHA) — Skinner operant



<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](https://youtu.be/LZ9hSh_v3Mg)  
What is cognitive neuroscience documentary



[https://youtu.be/NjTxQy\\_U3ac](https://youtu.be/NjTxQy_U3ac) Social Learning Theory



## Extension activities on Memory

### Complete - Memory

Quiz to see how good your Memory is. Can you remember all the finer details?  
Once you have completed the quiz, create a quick mindmap showing what 'memory' means to you, what can affect memory and how you think memory can be improved.  
conditioning

### How Good Is Your Memory?' quiz

**Time: 30 minutes**

### Watch - Memory

TED talk which discusses the reliability of memory and the impact of false memory. Reflect on the TED talk and make your own notes.

### How reliable is your memory?

TED Talks – Elizabeth Loftus Time: 40 minutes

### Research - Memory

What is Eyewitness Testimony and what are the main factors that can affect it?  
You must pay particular attention to and read the research study by Loftus and Palmer – this is highlighted as a link within the text. Make your own notes on the content.

### Eyewitness Testimony

**Simply Psychology**

**Time: 1hr**