

Approach	Key points – what's it all about?	Major figures associated with approach	Strengths of this approach	Weaknesses of this approach
<p>PSYCHO-ANALYTICAL</p>	<p>UNCONSCIOUS</p> <p>EARLY CHILDHOOD</p> <p>5 STAGES OF PSYCHO-SEXUAL DEVELOPMENT</p> <p>ID-EGO-SUPREGO</p> <p>THERAPIES</p>	<p>FREUD</p> <p>⋮</p> <p>↓</p> <p>INFLUENCED OTHERS</p> <p>JUNG</p> <p>ERIKSON</p>	<p><u>CAN'T BE DISPROVED</u></p> <p>METHODS – CASE STUDY</p> <p>PIONEERING APPROACH</p> <p>INFLUENTIAL/HISTORICAL</p> <p>LOVE</p>	<p>CAN'T BE MEASURED</p> <p>BIASED SUBJECTS</p> <p>SMALL SCALE, TIME CONSUMING</p> <p>SEXIST?</p> <p>DATED & CULTURALLY SPECIFIC</p>

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<p>BEHAVIORIST</p>	<p>S-R</p> <p>CLASSICAL CONDITIONING</p> <p>LEARNING BY ASSOCIATION</p> <p>OPERANT CONDITIONING</p> <p>POSITIVE & NEGATIVE REINFORCEMENT</p> <p>SCHEDULES OF REINFORCEMENT</p>	<p>PAVLOV</p> <p>SKINNER</p>	<p>SCIENTIFIC, STUDY OF OBSERVABLE BEHAVIOURS</p> <p>IT WORKS - PROVEN RECORD</p> <p>PRACTICAL APPLICATION - NOT JUST THEORETICAL EXPLANATION</p>	<p>BASED ON ANIMALS</p> <p>ASSUMES HUMANS ALL IDENTICAL 'BLANK SLATE'</p> <p>DOESN'T EXPLAIN ALL BEHAVIOUR I.E. EMOTION, MENTAL PROCESSES</p>

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BIOLOGICAL

BRAIN &
PHYSIOLOGY
GENETICS
EVOLUTION

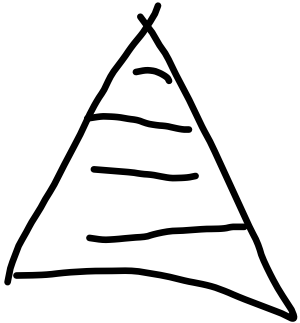
DARWIN

SCIENTIFIC
CAN BE
MEASURED –
NEW
TECHNOLOGY/
EVOLUTIONARY
PSYCHOLOGY –
INTUITIVE

LACK OF
EVIDENCE
FOR
EVOLUTIONARY
PSYCHOLOGY
BASED ON
ANIMAL
STUDIES

REDUCTIONIST – REDUCING HUMANS TO....
DETERMINISTIC – 'YOU ARE WHAT YOU ARE'
CANNOT CHANGE OR
REHABILITATE

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COGNITIVE	P A L M T S-X-R COMPUTER ANALYSIS	PIAGET BRUNER	UNDERSTANDING CHILDREN'S DEVELOPMENT CAN EXPLAIN INDIVIDUAL DIFFERENCES SCIENTIFIC INFLUENTIAL ESP. IN EDUCATION	USES CONSTRUCTS – NOT 'REAL', TANGIBLE REDUCTIV. – DOESN'T EXPLAIN SOCIAL ASPECT, EMOTION

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<p>HUMANISTIC</p>	 <p>SELF</p> <p>SELF-ACTUALISATION</p> <p>PERSON-CENTRED</p> <p>COUNSELLING</p>	<p>MASLOW</p> <p>RODGERS</p>	<p>HOUSTIC, LOOKS AT HEALTHY PEOPLE</p> <p>POSITIVE APPROACH</p> <p>INVOLVING PEOPLE</p> <p>LOOKS AT INDIVIDUAL</p>	<p>SPECIFIC TO INDIVIDUALS</p> <p>MASLOW'S HIERARCHY TOO RIGID</p> <p>DIFFICULT TO GET EVIDENCE</p> <p>'SELF ACTUALISATION' VAGUE, BASED ON SECONDHAND SOURCES</p> <p>CULTURALLY SPECIFIC</p>

APPLICATIONS

PSYCHOANALYTICAL

BEHAVIOURIST

BIOLOGICAL

COGNITIVE

HUMANISTIC

HEALTH

CLINICAL PSYCH/
MENTAL HEALTH

EDUCATION

OCCUPATIONAL PSYCH

FORENSIC / CRIME

COMMUNITY / SOCIETY

EXAMPLES of RESEARCH METHODS

EXPERIMENTS — ASCH (LAB EXPT)
ZIMBARDO (LAB EXPT)
PILIAVIN (FIELD EXPT)

CASE STUDY — CLINICAL LINK FROM
WEBSITE
OLIVER SACKS

INTERVIEW/QUESTIONNAIRE — ADORNO

OBSERVATION — ROSENHAN (PARTICIPANT
OBSERVATION)