Behaviourist Approach

rejects introspection	lab studies
observable and measurable behaviour	
classical conditioning	unconditioned stimulus, neutral stimulus, unconditioned response, conditioned stimulus, conditioned response
Pavlov's dogs	food (ucs), bell (ns), saliva (ucr) > bell (cs), saliva (cr)
operant conditioning	positive reinforcement, negative reinforcement, punishment
Skinner's box	
positive reinforcement	reward for doing a behaviour
negative reinforcement	reward for stopping a behaviour/avoids something unpleasant
punishment	negative consequence for a behaviour

Psychodynamic Approach

role of the unconscious	vast storehouse of biological drives and instincts that has a significant influence on our behaviour and personality + represses harmful memories
id	"gets what it wants", pleasure principle, part of the unconscious mind
ego	mediator between id and superego, reality principle, part of the conscious mind, develops around age 2, defends unconscious mind against displeasure through defence mechanisms
superego	sense of right and wrong, morality principle, punishes ego for wrong doing through guilt, part of conscious and unconscious mind, develops around age 5
defence mechanisms	repression, denial, displacement
psychosexual stages	oral, anal, phallic, latency, genital
oral stage	0-18 months, focus of libido is mouth

Psychodynamic Approach (cont)

anal stage	1-3 years, focus of libido is the anus, ego develops as parents impose restrictions
phallic stage	3-6 years, focus of libido is genital area, identification with same-sex parent leads to formation of gender identity, superego develops through resolution of Oedipus or Electra complex
latency stage	earlier conflicts are repressed
genital stage	sexual desires become conscious alongside the onset of puberty, difficulty forming heterosexual relationships
Oedipus complex	feelings for mother, castration anxiety, "become" father
Electra complex	penis envy, desire father and view mother as rival, identify with mother, penis envy is replaced by desire for baby

Social Learning Theory

imitation	copying the behaviour of others
identification	when an observer associates themselves with a role model and wants to be like the role model
modelling	imitating the behaviour of a role model/the precise demonstration of a specific behaviour that might be imitated by an observer
vicarious reinforcement	reinforcement which is not directly experienced but occurs through observing someone else being reinforced for a behaviour
mediational processes	factors which determine whether a new response is acquired
attention	the extent to which we notice certain behaviours
retention	how well the behaviour is remembered
reproduction	the ability of the observer to perform the behaviour

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Social Learning Theory (cont)

motivation	the will to perform the behaviour, often determined by whether the behaviour was rewarded or punished
Bandura's Bobo Doll Study	

Humanistic Approach

free will	self determining
active agents	reject more scientific models with general principles
subjective experience > general laws	
Maslow's hierarchy of needs	physiological needs, safety needs, belongingness and love, esteem needs, self-actualisation
concept of self must have congruence with ideal self	
unconditional positive regard is necessary for healthy development	
conditions of worth in childhood	causes psychological problems in adulthood
client-centred therapy	

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