

Key Approaches In Psychology

	Biological	Behaviourist	SLT	Cognitive	Psychoanalytic	Humanistic
Explains behaviour as...	Physiological processes which affect behaviour, mood and cognition (thinking/perception)	Behaviour is a result of learning from one's environment and can be strengthened or weakened by use of rewards and punishments.	Behaviour is learnt through the observation of role models such as parents, celebrities and friends.	Behaviour is the outcome of internal mental processes such as thinking.	Behaviour is determined by unconscious fears and wishes; also, early childhood experiences shape our personality.	People have freewill to determine their own destiny.
Key features of Approach	Psychology should investigate the nervous system (particularly the brain), brain chemicals, endocrine system and genetics.	Observable behaviour only should be studied. Most behaviour is learned from the environment after birth. Learning occurs through conditioning.	Observational learning involves cognitive processes such as memory. Reinforcement is important for imitation and modelling of the learned behaviour.	Thoughts influence behaviour. The human mind is much like a computer, proceeding through a number of stages from the input of information which is then processed by the mind to the output, the person's response.	Behaviour is motivated by instincts. The different parts of the mind are in constant conflict and behaviours and feelings in adults are rooted in childhood experiences.	Every person is unique and the focus should be on studying the whole person. Humans choose their own behaviour and strive to reach their full potential in life.
How the approach studies behaviour	Through laboratory experiments and observations, including the use of objective brain recording and scanning techniques.	Through laboratory experiments and observations.	Through controlled observations	Laboratory experiments and case studies.	Case studies	Counselling methods