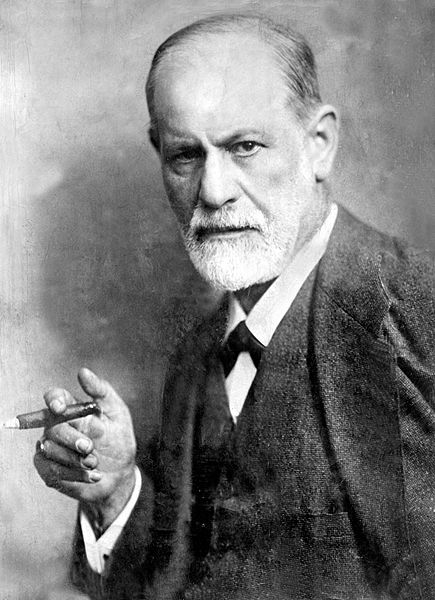
Psychology Theories Ways of Understanding & Explaining Behaviour

The Father of Psychology

* **Sigmund Freud** (1856-1923) is

known as the father of psychology.

* Freud established a branch of

psychology known as

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

* He is the father of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ therapy

and his work is still considered very influential.

Psychoanalysis

* founded by Sigmund \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* viewed human behaviour as being driven by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ &\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_workings of

the mind

* felt the mind was controlled by three main forces
* believes you can uncover these subconscious or unconscious thoughts or urges by using free association, dream analysis, hypnosis etc.
* *humans ruled by forces or drives* https://www.youtube.com/watch?v=MxU5M2VVZqQ



Behaviourism http://www.brainpop.com/games/pavlovsdog/

* one of the founders is Ivan \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (classical conditioning)
* this is a theory about learning and conditioning
* he felt that actions and responses that can be observed should be   
  studied or in other words\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* humans respond to **stimulus** **s > response** **r**

(objects or events) (behaviour or action)

*relationship*

* all behaviours are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to some form of environmental stimuli
* B.F. Skinner further looked at how behaviour is shaped

based on rewards or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the behaviour

* *Humans respond to stimulus with behaviour and respond*

*to reinforcements with* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*behaviour*

https://www.youtube.com/watch?v=teLoNYvOf90

Social Learning Theory https://www.youtube.com/watch?v=zerCK0lRjp8

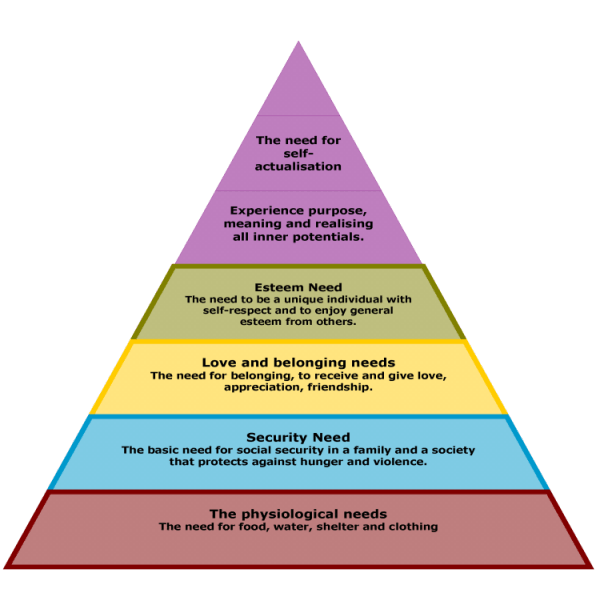
* one of the founders is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(modelling)**
* felt that learning occurs through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* this learning can be maintained through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(has its roots in behaviourism) which means that we can \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that are being learned by modelling desired behaviours and then rewarding them
* goes beyond behaviourism and recognizes that the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **of learning is important** and that humans influence their environment as well as being moulded by it
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ factors like beliefs and attitudes affect learning, behavioural factors include the response to a given situation – eg. fail a test > anger / or fail a test > work harder
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ factors include the modelling of parents, teachers, and peers
* *humans are shaped by their interactions and particularly by* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *through observation of behaviour and whether or not the specific behaviours are*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Humanism

* Carl \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Abram \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* look at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_quality of human beings and their potential for personal growth
* feel that people can take control of their lives and are **not just ruled by drives and emotions** (Psychoanalysts) or by the environment and stimuli (Behaviourists)
* *humans have* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *but humans make choices regarding how to best satisfy those needs*



Universal Hierarchy of Needs

Cognitive Psychology https://www.youtube.com/watch?v=GX1Tc8E8eck&safe=active

* look at the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and mental \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ involving memory/ learning/ thinking
* we can monitor the brain to see what part is active when we talk, laugh, watch tv etc. technology has improved this area of study immensely ex. MRIs
* study the connections between \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* *humans think and that thinking can be studied but it can also be shaped*