**Unit 8 Psychological Perspectives in Health & Social Care**

**Answer plan**

**Task 1 – Part 1**

**Behaviourism and Social Learning theory**

As part of your research for your work experience, you need to produce an information booklet explaining the principal psychological perspectives.

For each one, you also need to assess the different psychological approaches to study.

You need to work through each of the 6 Psychological perspectives but firstly give an overview of Psychological Perspectives (see unit 8 Psychological Perspectives introductory PPT)

**Main Title:** **Understand Psychological Perspectives P1 M1**

**Heading: Psychological Perspectives**

Provide an overview of Psychological Perspectives (see unit 8 Psychological Perspectives introductory PPT) identifying the psychological perspectives that you are going to cover in this report

**Heading:** BEHAVIOURISM

Explain what the behaviourist perspective focus on ie behaviour is learnt from experience.

Explain that there are two main theories within the behaviourist perspective – Classical conditioning and Operant conditioning.

Heading: Classical Conditioning

Define classical conditioning

Explain how it came from the work of Pavlov – describe the experiment using the terminology

\*Make sure you use the terminology and show the process e.g. UCS, UCR, NS, Association, CS, CR

You could finish off with giving an example from everyday life.

**Heading:** OPERANT CONDITIONING

Explain that Skinner said that all behaviour is a result of consequences

Define operant conditioning

Explain Skinner’s work – explain Skinner’s experiments with the rats.

Explain the two key parts of Operant conditioning – Positive reinforcement, negative reinforcement. Explain that both types make a behaviour more likely to happen again. Give examples of the process using the correct terminology e.g. Positive stimulus, negative stimulus, avoidance, etc, Reinforcer, reinforcement etc

Explain how negative reinforcement is different to punishment.

**Heading: Assessment of the behaviourist perspective**

Assess the effectiveness of this approach as an explanation for behaviour. ie the strengths, weaknesses or limitations of the behavourist approach to psychology.

Use the resources from the handouts/ powerpoint on Connect and the text books (Stretch, Walsh etc).

Make sure it is all in your own words and you do not just use one source.

**Heading:** Social Learning Theory

Define SLT

What is the focus of social learning theory?

Explain how individuals are affected by those around them.

Explain the work of Albert Bandura. Use the powerpoint and take refs from the internet and Stretch or Walsh etc.

Identify the factors that need to be in place for a behaviour to be carried out.

You need to explain the effects of groups on behaviour. Give an overview of Asch’s experiment which shows how people can be influenced by groups you can find this in Stretch

How does culture affect behaviour in society? You need to explain that we all learn the cultures and norms of the society that we live in. Here you need to give examples of how individual families can have different values and practices e.g eating round the table or having a meal in from of the TV. Also, you can talk about how being obese in some cultures is a good thing for example….

You need to explain the **self fulfilling** prophecy and how this has a big impact on the way we behave towards others and how we expect them to behave towards us. Give examples of this - use the powerpoint and the links to help you with examples.

Explain **role theory** – the influence of other people enables us to act in a particular way. Explain how our behaviour may change depending on what role you are currently in.

Heading: Assessment of Social learning theory

How well does social learning theory explain behaviour, what are its strengths and limitations. Use the PPT on Connect and the handouts on the perspectives. Also there is info in Walsh etc.