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| **Approach and**  **Key terms** | **How does this approach explain behaviour? What are the basic assumptions? Use the key terms in your explanation** | | **Which methods are used to research behaviour? Give an example of one piece of research** | | **How has this approach been applied? (Give an example of a behaviour it has been used to explain)** | |
| **Biological**  Genetics  Genotype/phenotype  Neurochemicals (neurotransmitters)  Brain structures |  | |  | |  | |
| **Cognitive**  Schemas  Computer models  Theoretical models  Cognitive neuroscience |  | |  | |  | |
| **Approach and**  **Key terms** | | **How does this approach explain behaviour? What are the basic assumptions? Use the key terms in your explanation** | | **Which methods are used to research behaviour? Give an example of one piece of research** | **How has this approach been applied? (Give an example of a behaviour it has been used to explain)** |
| **Behaviourism**  Operant conditioning (positive reinforcement/negative reinforcement/punishment)  Classical conditioning | |  | |  |  |
| **Social Learning Theory**  Observation  Imitation  Vicarious reinforcement  Modelling  Identification | |  | |  |  |