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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**GeneticsGenotype/phenotypeNeurochemicals (neurotransmitters)Brain structures |  |  |  |
| **Cognitive**SchemasComputer modelsTheoretical modelsCognitive 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**ObservationImitationVicarious reinforcementModellingIdentification |  |  |  |