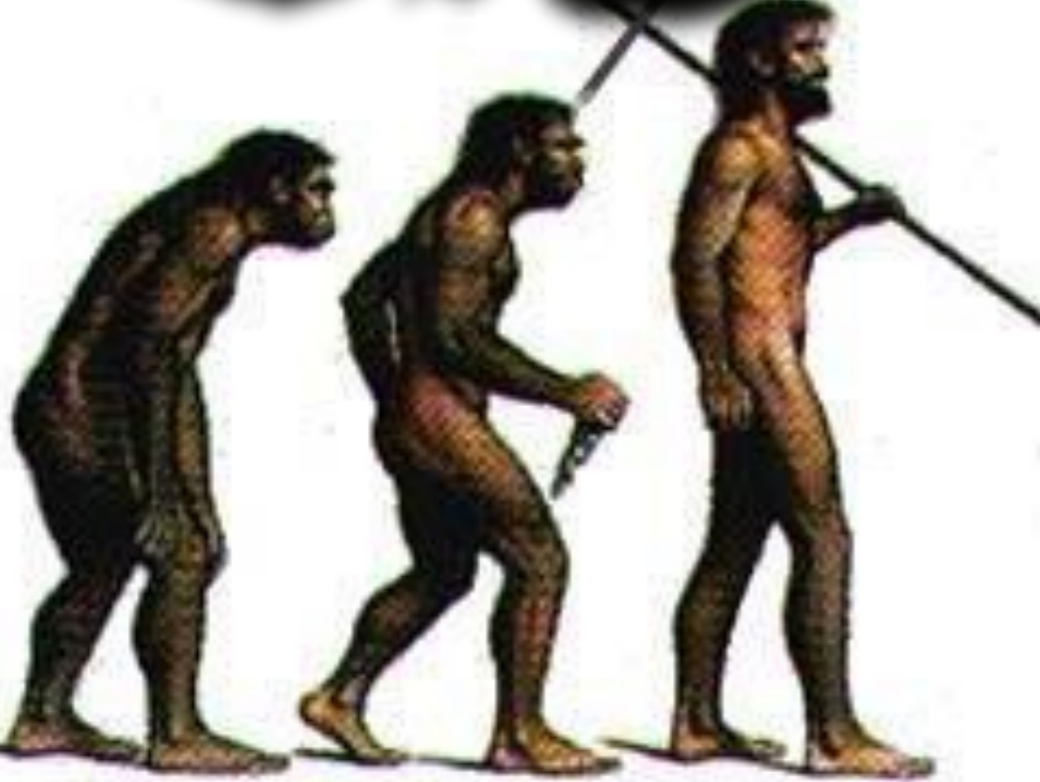


# THE BIG DEBATE

## Nature vs. Nurture

- debate about the extent to which particular aspects of behavior are a product of either inherited (nature, genetic) or acquired (nurture, learned) characteristics.

**NATURE  
VS. NURTURE**



# APPROACHES

## II. APPROACHES

### BIOLOGICAL

behavior & mental processes are largely shaped by the nervous system: brain, hormones, genes.

### EVOLUTIONARY

- Darwinism
- emphasizes ways in which behavior & mental processes are adaptive for survival



JOHN B. WATSON

## PSYCHOANALYTIC

- Founded by Freud
- behavior comes from unconscious drives, usually stemming from childhood

## BEHAVIORAL

- founded by Watson
- Emphasizes learning, especially each person's experience with rewards & punishments
- focuses on OBSERVABLE behavior

# APPROACHES





THE THINKER - RODAN

## II. APPROACHES COGNITIVE

Emphasizes ways in which people receive, store, retrieve & process info

- how we see the world
- how we react to sad & happy events

## HUMANISTIC

Emphasizes individual potential for growth & stress individual choice & free will.

- people's choices
- people seek self-actualization

# APPROACHES



## II. APPROACHES

### SOCIAL-CULTURAL

Focuses on how culture influences the way we think & act.

Examples: gender, race, age

Cornell Question Notes

# APPROACHES



# IT'S TIME TO PLAY

Name that Psychological Approach!

**A. Biological**

**D. Cognitive**

**B. Psychoanalytic**

**E. Humanistic**

**C. Sociocultural**

**F. Behavioral**

IT'S TIME TO PLAY

Name that Psychological Approach!

This approach emphasizes internal conflicts, mostly unconscious, causing anxiety.

**Psychoanalytic Approach**

IT'S TIME TO PLAY

Name that Psychological Approach!

Emphasizes individual potential for growth & stress  
individual choice & free will.

**Humanistic Approach**



# IT'S TIME TO PLAY

## Name that Psychological Approach!

Emphasizes ways in which people receive, store, retrieve & process information

# Cognitive Approach

# IT'S TIME TO PLAY

## Name that Psychological Approach!

Emphasizes the influence culture has on the way we think and act.

# Sociocultural Approach

IT'S TIME TO PLAY

Name that Psychological Approach!

Emphasizes learning, especially each person's  
experience with rewards & punishments

**Behavioral Approach**

# IT'S TIME TO PLAY

## Name that Psychological Approach!

**behavior & mental processes are largely shaped by the nervous system: brain, hormones, genes.**

# **Biological Approach**