

Name \_\_\_\_\_

# Applied Psychology



## Transition Task

I would like you to research the origins of psychology and the 3 approaches of psychology:

1. The social approach—what is conformity ? Normative and Informational conformity. Types of conformity—internalisation, identification, compliance.
2. The biological approach to psychology - define genotypes and phenotypes, neurotransmitters, hormones.
3. The learning approach to psychology—define classical and operant conditioning, social learning theory.
4. The cognitive approach to psychology—define schemas, cognitive neuroscience, the role of the theoretical and computer models.

Websites— <http://psychcentral.com>

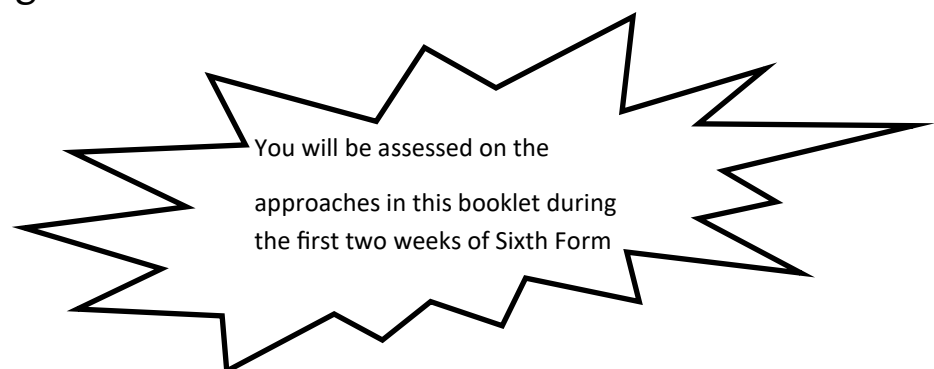
<https://www.verywell.com/psychology-4014660>

<https://www.psychologytoday.com/>

<http://www.spring.org.uk/>

<http://www.bbc.co.uk/science/humanbody/mind/index.shtml>

<http://digest.bps.org.uk/>



## The Social Approach to Psychology

Define conformity - using the concepts of normative and informational influence.

Give an example of when someone shows each type of conformity

Internalisation

Identification

Compliance

Research Asch 1951—experimental investigation of conformity to the majority. Explain what he did and his findings.

## The Biological Approach to Psychology

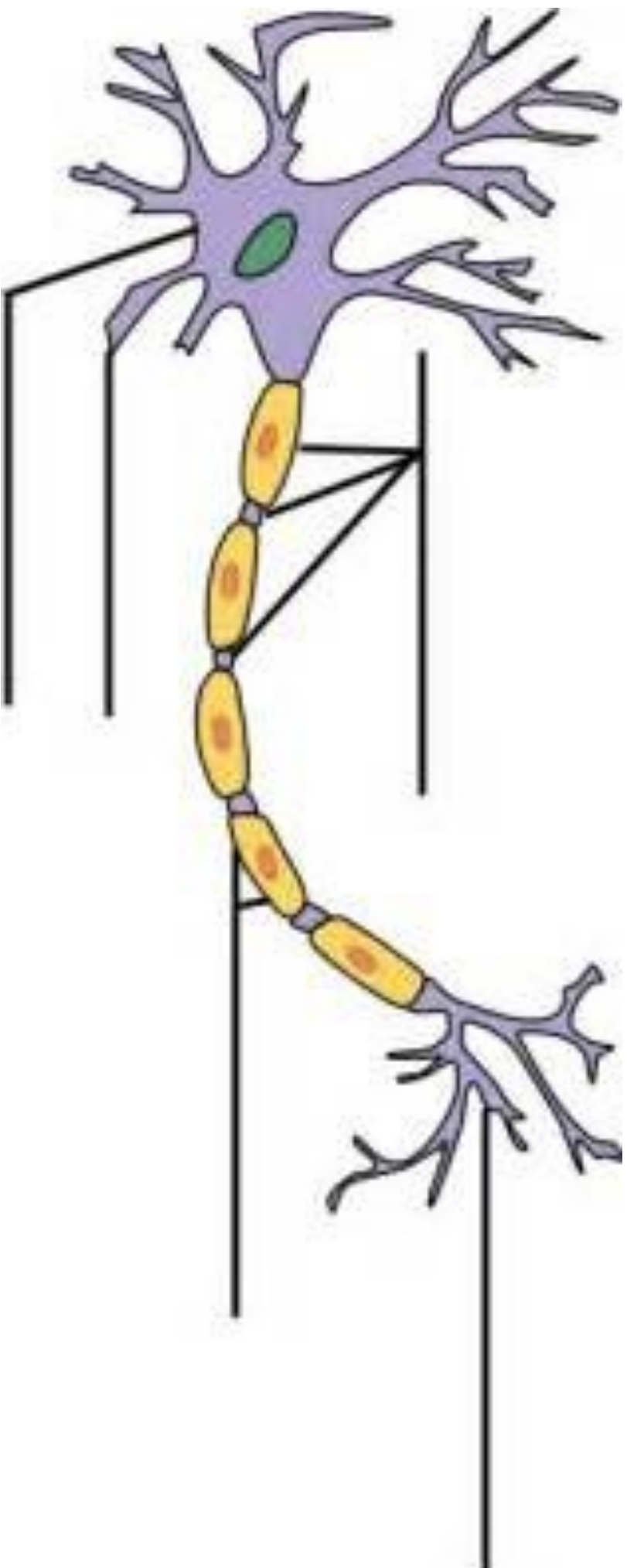
What are genotypes and phenotypes?

What are neurotransmitters?

What are serotonin and dopamine used for?

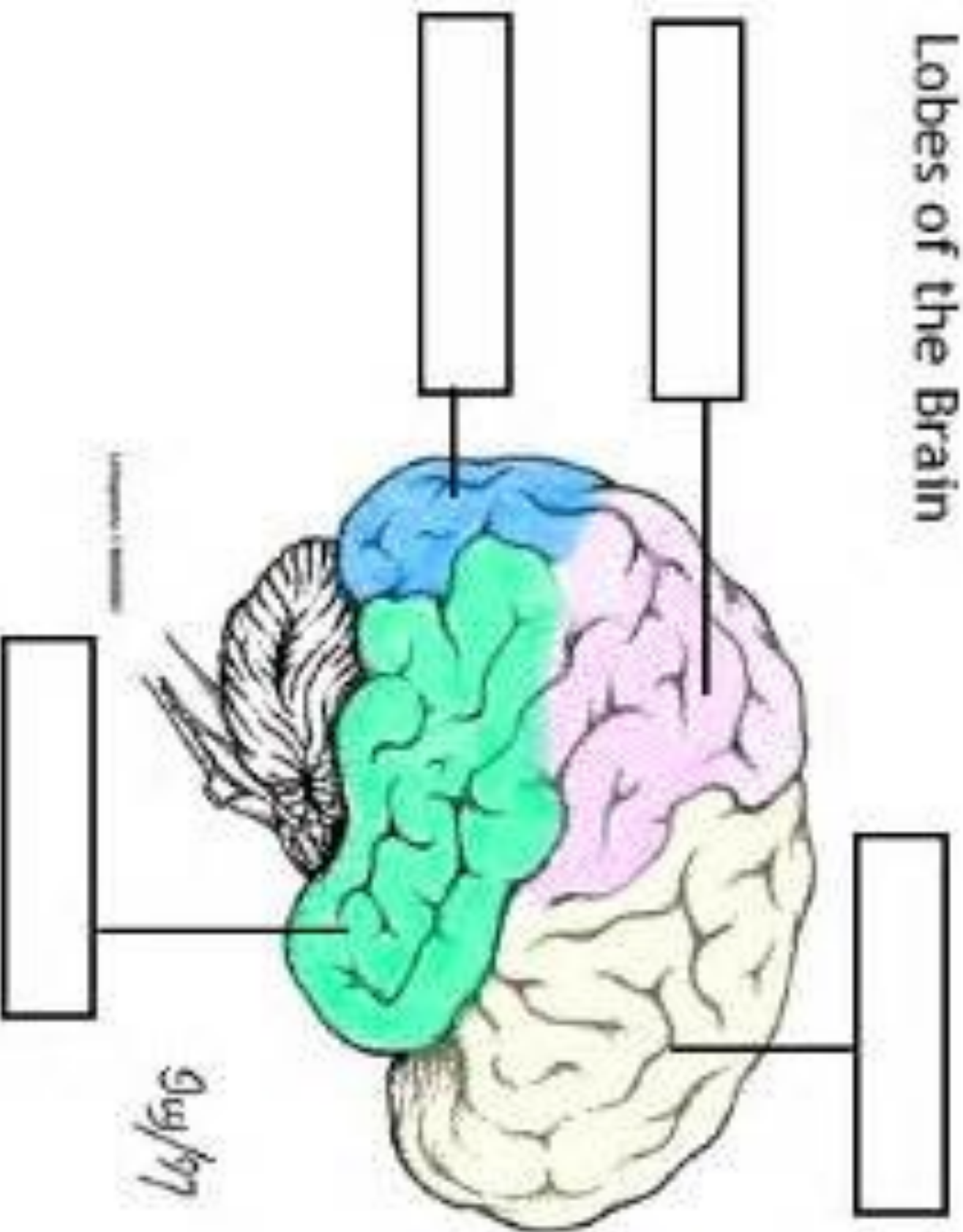
What are hormones?

What is testosterone used for?

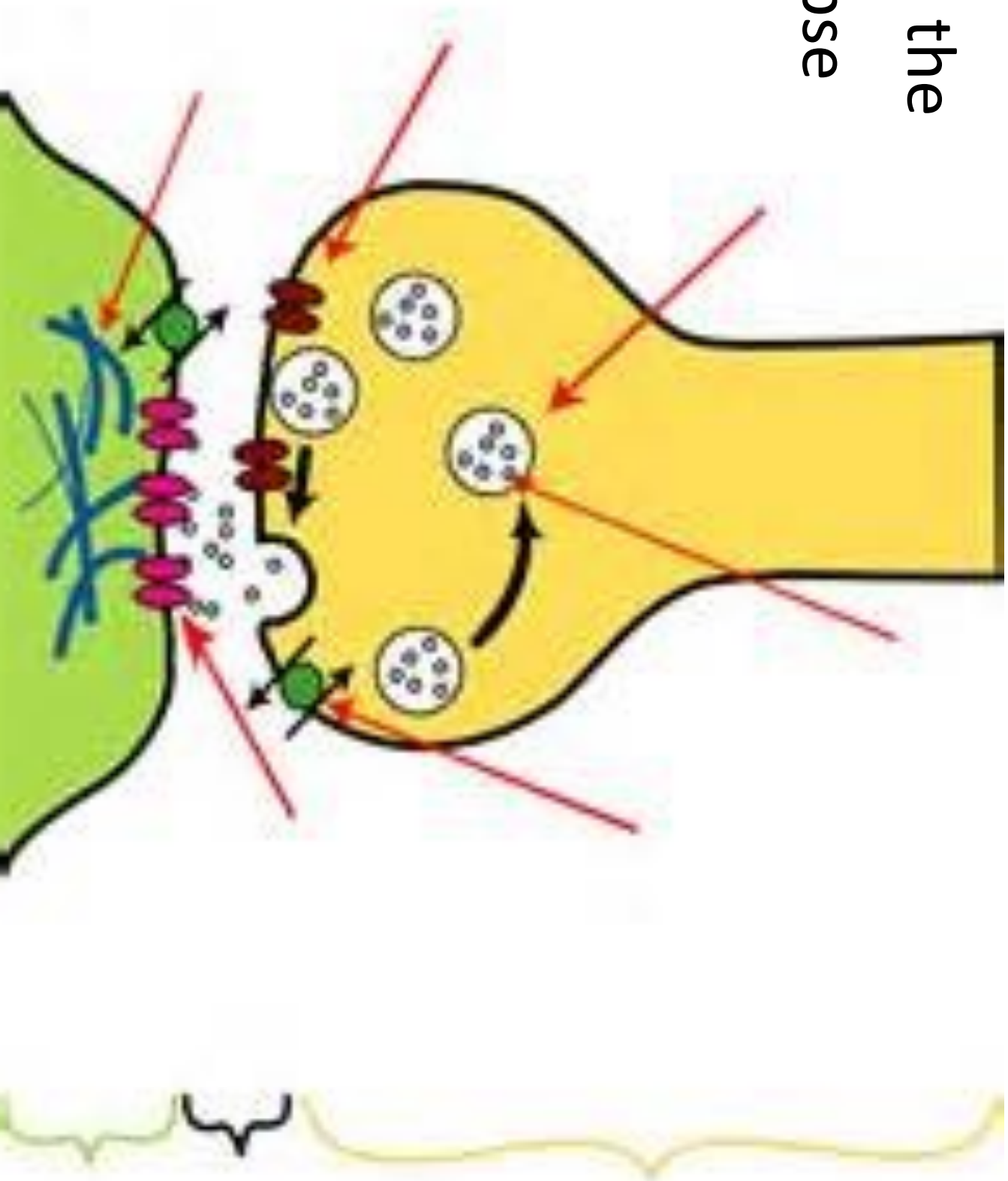


Label the neuron

# Lobes of the Brain



Label the  
synapse



# The Behavioural Approach to Psychology

Define classical conditioning

Define operant conditioning

Define social learning theory



## The Cognitive Approach to Psychology

Define a schema in cognitive psychology

What is cognitive neuroscience?

Define the role of the theoretical and computer models in psychology.

## You tube clips that will help you

[https://youtu.be/l\\_ctJqJlrHA](https://youtu.be/l_ctJqJlrHA) —Skinner operant conditioning



<https://youtu.be/Eo7jcl8fAul>—fun play on classical conditioning



<https://youtu.be/H6LEcM0E0io>—The difference between classical and operant conditioning



[https://youtu.be/LZ9hSh\\_v3Mg](https://youtu.be/LZ9hSh_v3Mg) What is cognitive neuroscience documentary



[https://youtu.be/NjTxQy\\_U3ac](https://youtu.be/NjTxQy_U3ac) Social Learning Theory



# Top 10 psychology films - for all you Netflix addicts!

- **A Beautiful Mind** (2001): Ron Howard's brilliant film not only educates the viewer about schizophrenia but ingeniously brings the viewer to empathize - and to a degree - experience the confusing pain of schizophrenia, as portrayed by Russell Crowe as mathematics genius, John Nash.
- **Memento** (2000): Another film that ingeniously brings the viewer a close-up experience of someone who is suffering, in this case a man struggling with retrograde amnesia.
- **One Flew over the Cuckoo's Nest** (1975): For a generation of students new to psychology, this film offers a slice of their profession's history, as seen in the barbaric and controlling treatment of patients at a psychiatric hospital.
- **To Kill a Mockingbird** (1962): Regarded by the American Film Institute as depicting the greatest hero in American cinema, Atticus Finch (Gregory Peck), an attorney who defends a Black man accused of rape. Heroes and exemplars portrayed in films can serve as powerful motivators in treatment.
- **Ordinary People** (1980) and **Good Will Hunting** (1997): while not perfect portrayals of psychologists (it is unethical to choke your client!), Judd Hirsch and Robin Williams play empathic and motivating therapists that educate and inspire their clients and the viewer.
- **Life is Beautiful** (1998): Italian film that shows us the extremes of what humans are capable of - the horrors of Nazism as well as tremendous creativity, humor, and sacrifice.
- **The Shawshank Redemption** (1994): one of the most popular films ever made, perhaps due to the ease an individual can relate to the story of a man wrongfully imprisoned but never giving up hope. Since most clients seeking psychology services are seeking hope, this is a great film to recommend as a treatment adjunct.
- **The Hours** (2003): interweaving story of three women, played by Meryl Streep, Julianne Moore, and Nicole Kidman, from different generations that serves as a useful teaching tool on mood disorders, suicide, and coping behaviors.
- **American Beauty** (1999). It's difficult to not be inspired by this Oscar-winning film. It is a rhapsody of mindfulness, finding beauty in each moment, and the possibility in every human being for change. If you do not enjoy this film the first time around, take another viewing and do as the alternate title for the film suggests - "look closer."

# Part 2—Health Psychology

This will be an external exam  
you will sit in Jan 2020

Key words

Definitions

Health

Ill-health

Addiction

Stress

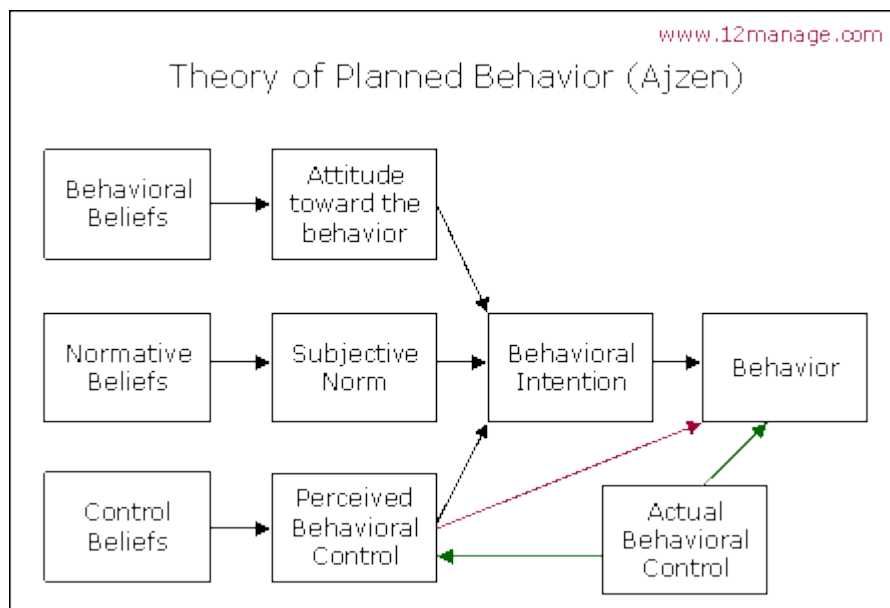
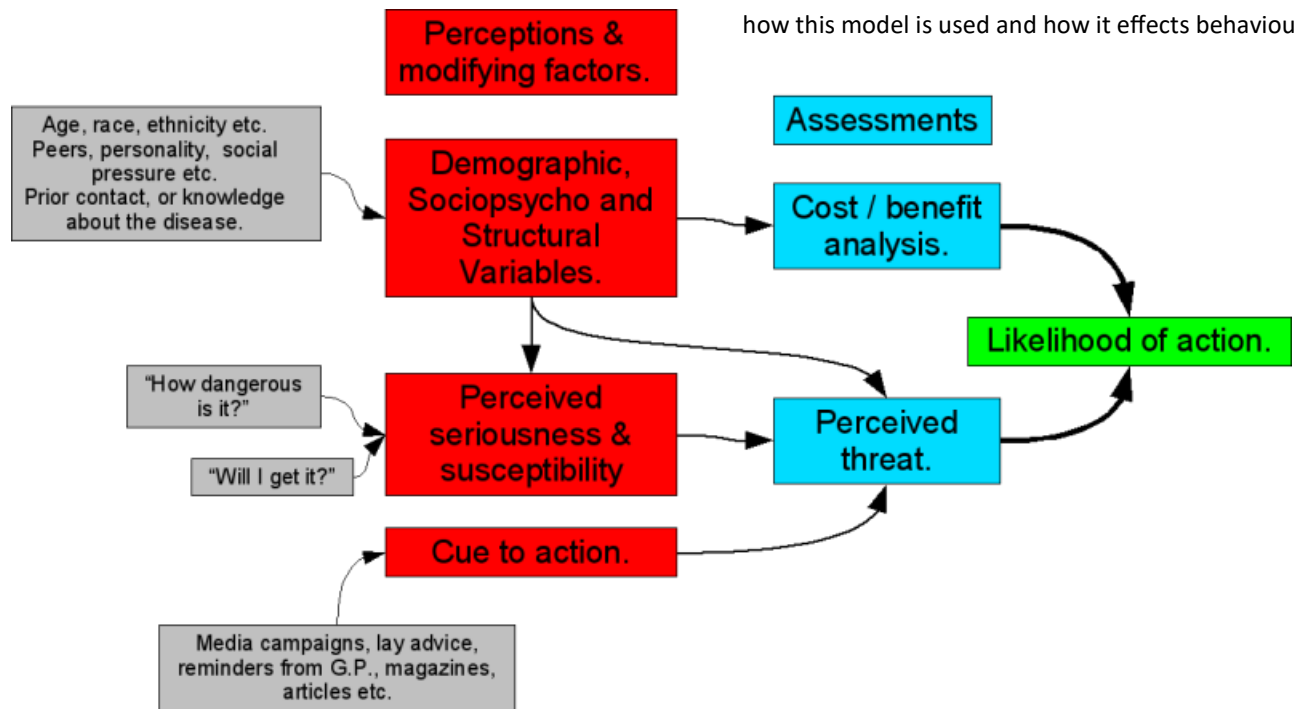
<https://www.who.int/> is a helpful site but if you google them you should find some definitions.

Useful documentaries that will support this unit :

- ◆ <https://www.youtube.com/watch?v=3YSfRyne7IY> — From addiction to recovery—Russell Brand
- ◆ <https://www.youtube.com/watch?v=LgezrOi2tC8> — Ross Kemp's Britain: Alcohol abuse
- ◆ <https://www.youtube.com/watch?v=NKAUc0zQnK4> — Panorama Why are gambling machines addictive
- ◆ <https://www.youtube.com/watch?v=O9wUtWR7hsQ> - Retail therapy or addicted to shopping

Write a summary of each of these documentaries.

Rosenstock 1966 developed the HBM, found out how this model is used and how it effects behaviour



Summarise Ajzen's research and what it is used for.

You will also receive a booklet of key studies you will need to learn, these will be part of your exam but also part of your early assessment