

GCSE

Psychology

Unit 2

Revision Booklet Unit 2: Understanding other people

1. Learning
2. Social Influence
3. Sex and Gender
4. Aggression
5. Research Methods



Learning: The Spec

1. Learning Principles of classical conditioning: unconditioned stimulus; unconditioned response; conditioned stimulus; conditioned response; extinction; spontaneous recovery; generalisation; discrimination.
 2. The contributions of Pavlov.
 3. Principles of operant conditioning
 4. Thorndike's Law of Effect
 5. Contributions of Skinner.
6. Behaviour shaping; the distinction between positive reinforcement, negative reinforcement and punishment.
7. Descriptions and evaluation of attempts to apply conditioning procedures to the treatment of phobias (including, flooding and systematic desensitisation) and to change unwanted behaviour
8. (including aversion therapy and token economy). The ethical implications of such attempts.



Classical conditioning

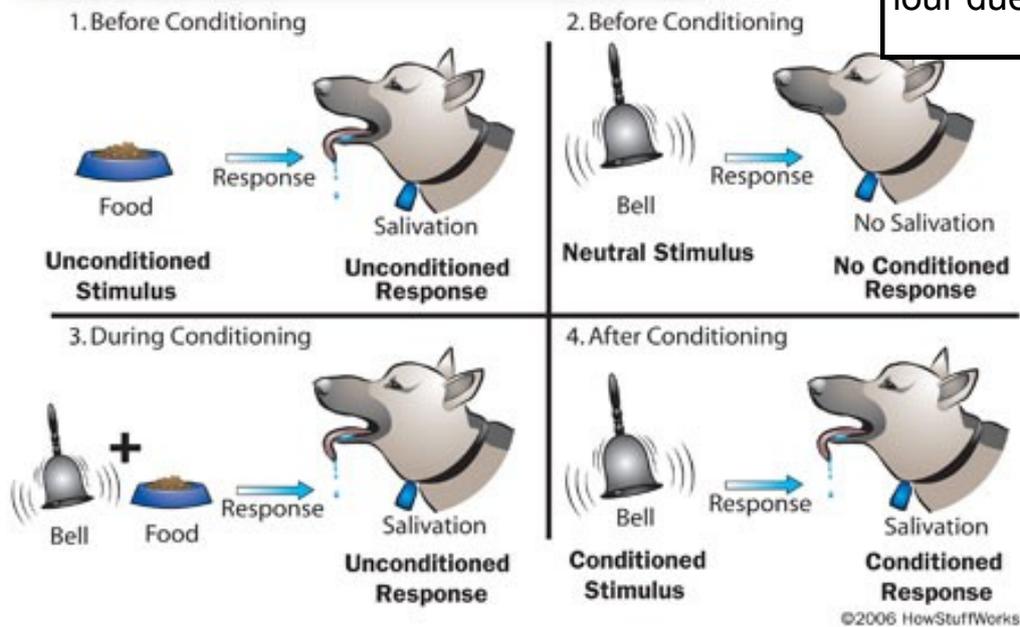
Classical conditioning: a procedure during which an animal or person learns to _____ a reflect response with a new _____

Key term		Definition
Classical conditioning schedule		
Unconditioned stimulus (UCS)		
Unconditioned response (UCR)		
Neutral stimulus (NS)		
Conditioned stimulus (CS)		
Conditioned response (CR)		
Extinction		
Spontaneous recovery		
Generalisation		
Discrimination		

Pavlov

How Dog Training Works

Learning: a relatively permanent change in behaviour due to experience



Outline the work of Pavlov, remember to link to the key terms from the pervious page

How did Pavlov research spontaneous recovery?

How did Pavlov re-search generalisation?

How did Pavlov re-search discrimination?

1. Little Albert

2. Practical Application



Watson and Rayner

Aim: to see if the emotional response of fear could be conditioned into a human being

Method:

Results:

Conclusion:

Evaluation:

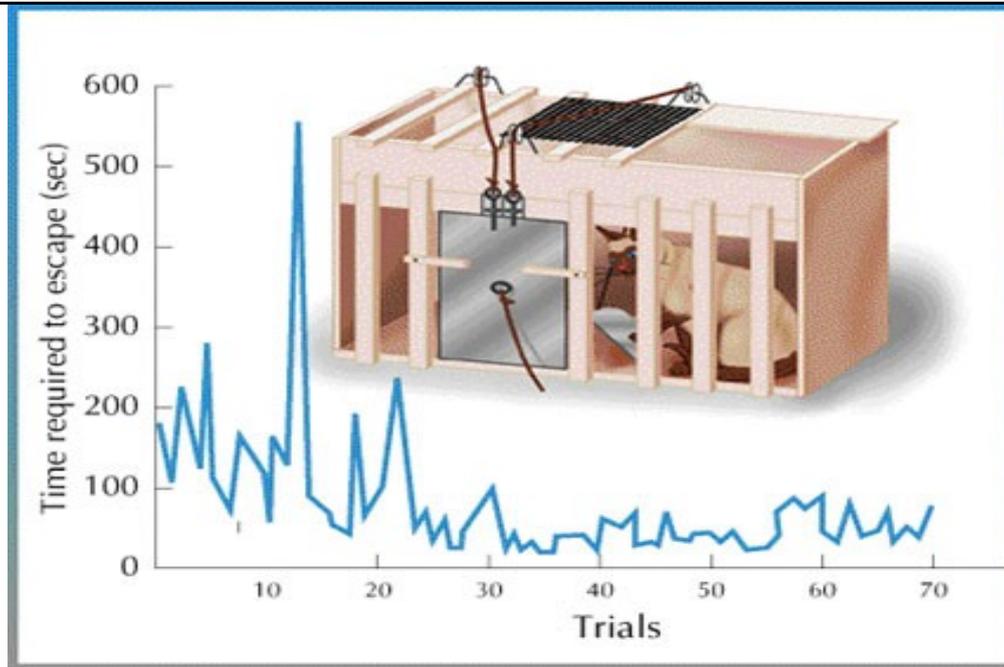
- A phobia was conditioned into a child, this is a weakness because...
- This study was on one person, this is a weakness because....

In everyday life, advertising agencies recognise that if they can get people to build a positive association between an advert and product, we are more likely to buy the product.



Operant Conditioning

Operant conditioning: Learning due to the consequences of behaviour, through positive or negative reinforcement.



Explain Thorndike's Law of Effect

Practical application:

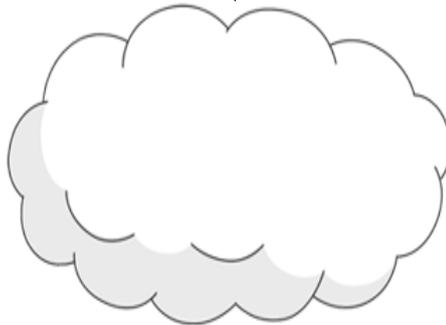
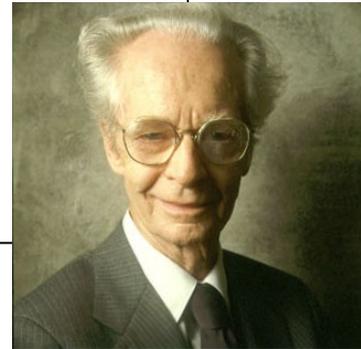
Training dogs using rewards to help people who need it, such as guide dogs.



Skinner

B.F Skinner

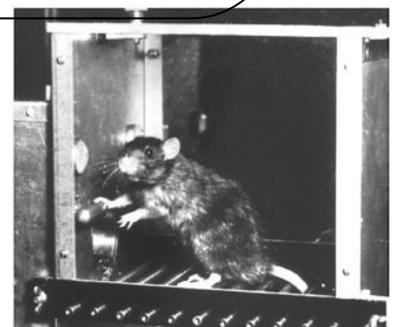
- Introduced the idea of *reinforcement*. He believed all behaviour is learnt from the consequences of our behaviour.
- There are two kinds of reinforcement, *positive reinforcement* and *negative reinforcement*, they both have the same effect: to increase the likelihood of a behaviour.



Punishment:
A stimulus that weakens behaviour because it is unpleasant and we try to avoid it.

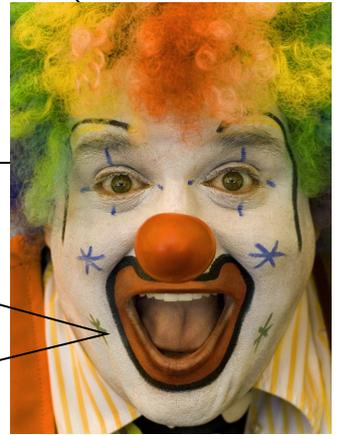
Behaviour Shaping:

Skinner's Box Experiment:



Phobias

Phobia: A persistent and irrational fear of an object, activity or situation. The typical symptoms are intense feelings of fear and anxiety to avoid the object activity or situation.



When Georgina was younger she went to a birthday party. A clown was making balloon animals and one burst in her face, causing her to cry. Ever since then when she sees a clown she starts to panic and runs away.

Explain, using the classical conditioning schedule her phobia.

UCS -> UCR

UCS+NS -> UCR

CS -> CR

Treatments

Description, evaluation and ethical implications

<p><u>1. Flooding</u></p> <p>Description: <i>A treatment for PHOBIAS that involves the immediate exposure of the person to the feared object, activity or event, until there is no fear response</i></p> <p>Example:</p> <p>Evaluation:</p> <p>Ethical implications:</p>	<p><u>2. Systematic Desensitisation</u></p> <p>Description:</p> <p>Example: <i>People who are scared of spiders might start by overcoming their fear of a picture, then a spider in a jar, then touching a spider.</i></p> <p>Evaluation:</p> <p>Ethical implications:</p>
<p><u>3. Aversion Therapy</u></p> <p>Description:</p> <p>Example:</p> <p>Evaluation: <i>It can be extremely unpleasant for those having the treatment. Used as a treatment on it's own it is unsuccessful and is often needed along with other treatments (e.g. counselling).</i></p> <p>Ethical implications:</p>	<p><u>4. Token Economy</u></p> <p>Description:</p> <p>Example:</p> <p>Evaluation:</p> <p>Ethical implications: <i>People are being rewarded/punished for behaviour may cause psychological harm for the individual and stress if they do not get rewards.</i></p>

Check your understanding

1 a(i). Define what is meant by the term operant conditioning (3 marks)

b. *Five year old Harry is watching a storm from his window. A huge bolt of lightning is followed by a tremendous thunderclap and Harry jumps at the noise. This happens several more times. There is a brief lull and then another lightning bolt. Harry jumps in response to the bolt.*

(i) Harry jumps when he sees the lightning bolt, this is an example of:

a unconditioned response

a conditioned response

a conditioned stimulus

(ii) When there is thunder this is an example of the following of:

an unconditioned stimulus

a conditioned stimulus

(iii) Who described the principles of the Law of Effect?

Skinner

Pavlov

Thorndike

(3 marks)

c. **In order to get your children to tidy up their toys before bed, give them a sticker for every toy they put back. When they have 10 stickers let the children exchange it for something they want.**

i. What is meant by the treatment token economy, refer to the article in your answer (3 marks)

ii. Evaluate the use of token economy as a way of altering behaviour (3 marks)

d. Explain one ethical implication of aversion therapy (3 marks)

e i. In relation to classical conditioning, define the term extinction (2 marks)

ii. In relation to classical conditioning, define the term discrimination (2 marks)

Social Influence: The Spec

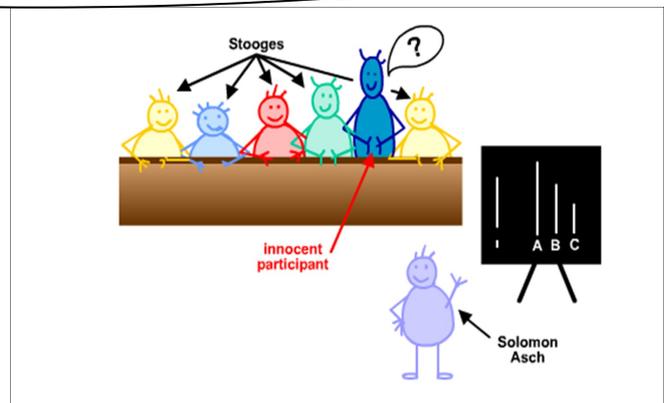
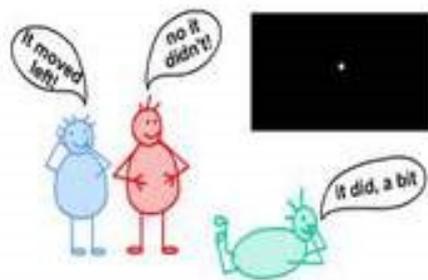
1. Definitions of conformity, obedience, social loafing and deindividuation.
2. Description and evaluation of studies of conformity, obedience, social loafing and deindividuation.
3. Explanation of factors affecting conformity, obedience, social loafing and deindividuation.
4. Explanation of factors affecting bystander intervention.
5. Description and evaluation of studies of bystander intervention, including those of Latané and Darley (1968), Bateson (1983), Piliavin (1969), and Schroeder (1995).
6. Contemporary practical implications of studies of social influence and their benefits and drawbacks.



Conformity

Social Influence: the effect other people have on our behaviour. This includes conformity, obedience and social loafing.

Conformity: A change in a person's behaviour or opinions as the result of group pressure.



The spec requires you to describe and evaluate one study into conformity. This can be Sheriff OR Asch

Aim:

Method:

Results:

Conclusion:

Evaluation:

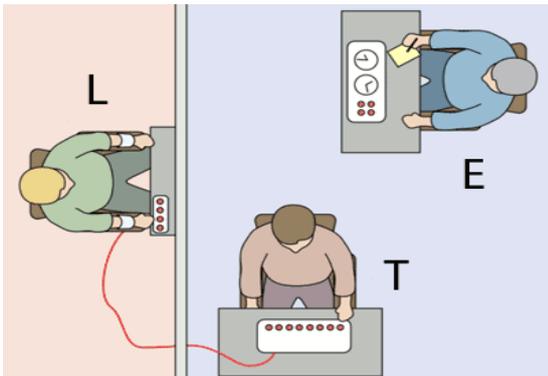
Obedience

Obedience: Following the orders of someone we believe to have authority.

Why do psychologists, like Milgram want to study obedience?



Why do we obey ?



Research: Milgram

Aim:

Method:

Results:

Conclusion:

Evaluation:

- *He only used men*
- *Ethical issues*
- *Demand characteristics*

Social Loafing



Social Loafing: putting less effort into doing something when you are with others doing the same thing.

Latane et al

Aim: to see whether being in a group would have an effect on how much effort participants put into a task

Method:

Results:

Conclusion:



Evaluation:

Deindividuation

Deindividuation: the state of losing our sense of individuality and becoming less aware of our own actions

Why does deindividuation occur?

Why did Zimbardo think it appropriate to carry out his study in Palo Alto?

The spec requires you to know one study of *deindividuation*.

Zimbardo:

Aim:

Method:

Results:

Conclusion:

Evaluation:

1. Factors affecting deindividuation
2. Practical applications
3. Practical implications

How does lack of identity increase deindividuation?

How might wearing a uniform increase deindividuation?

How might wearing a uniform increase deindividuation?

Practical application:

To prevent situations where people can remain anonymous, CCTV cameras can be installed. This allows for people's behaviour to be monitored in shopping malls and car parks. This would help reduce antisocial behaviour and less likely to be aggressive.



Practical Implication:



Bystander Intervention

Kitty Genovese

In 1964 a young woman named Kitty Genovese was attacked in New York. She was yards from her home and the attack lasted for over half an hour before she was killed. Only afterwards did someone call the police. When neighbours were questioned, 38 of them were able to say what happened and give a description of the murder. This means they could have prevented it by calling the police, but they didn't.



Bystander effect: to cases where individuals do not offer any means of help in an emergency situation to the victim when other people are present. The probability of help has in the past been thought to be inversely related to the number of bystanders; in other words, the greater the number of bystanders, the less likely it is that any one of them will help

Why did nobody help?

Latane and Darley investigated bystander intervention and wanted to see if people are less likely to react in an emergency with others present.

What did he do?

What did he find?

What did he conclude?

What are the strengths and weaknesses of this study?

Bystander Intervention

The spec requires you to know: Latane and Darley, Piliavin and Schroeder!

Piliavin:

Aim: To see if the appearance of a victim would influence helping behaviour

Method:

Results:

Conclusion:



Evaluation (complete the sentence)

Participants were not aware they were in a study....

It was carried out in a natural setting.....

Schroeder et al

Aim: To explore different reasons for bystanders not helping

Evaluation:

Practical Implications

Implications of research into conformity:

Studies have shown that it is hard for people to act differently when part of a group. This may be an issue when people are in a jury and have to make a decision regarding a person's verdict. It is highly likely if 11 people find the defendant guilty, the final juror will agree.



Implications of research into obedience



Implications of research into social loafing:



Implications of research into bystander intervention:

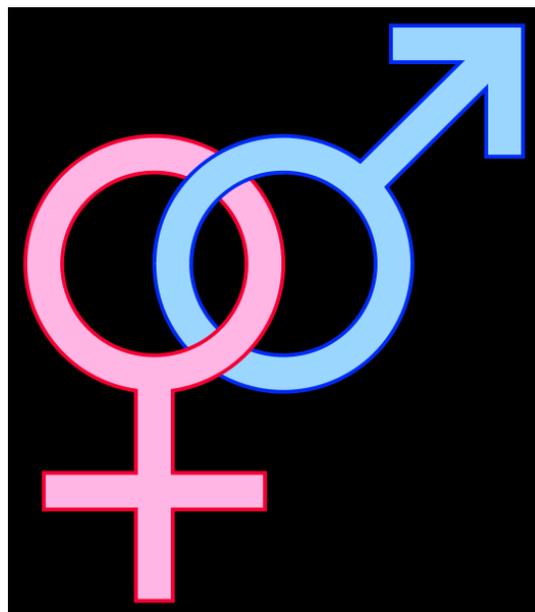


Check your understanding

- 2a. i. Describe and evaluate one study in which deindividuation was investigated, use continuous prose (6 marks)
- ii. Outline one factor influencing deindividuation (3 marks)
- iii. Outline one practical implication of deindividuation (3 marks)
- b. i. Define the term conformity (2 marks)
- ii. Outline one practical implication of conformity (3 marks)
- c. **After World War 2, Adolf Eichman was questioned in relation to the war crimes he carried out, he claimed that he was only following orders.**
- i. Define the term obedience, refer to the above article (3 marks)
- ii. Outline one study investigating obedience, include in your answer the reason for the study, the method, results and conclusion (4 marks)
- iii. Evaluate the study outlined in c(ii) (3 marks)
- d. i. Define what is meant by the term bystander intervention (3 marks)
- ii. Outline Piliavin's study of bystander intervention, include reason, method, result and conclusion. (4 marks)
- iii. Evaluate Piliavin's study of bystander intervention (3 marks)
- e. **Ranjit has noticed that whenever she works in a group with Rose, Fred and Mira, Fred does a lot less work than when he is doing a task by himself.**
- i. What is meant by the term social loafing, refer to the above scenario (3 marks)
- ii. Outline a practical implication of social loafing (3 marks)

Sex and Gender: The Spec

1. Definitions of sex identity and gender identity. The biological differences between females and males (chromosomes and hormones).
2. The distinction between the concepts of sex identity and gender identity.
3. Three theories of gender development: psychodynamic theory, including the Oedipus and Electra complexes; social learning theory, including imitation, modelling and vicarious reinforcement. gender schema theory.
4. Evaluation of these three theories of gender development.



Sex Identity and Gender Identity



XX (female)

← Chromosomes →

XY (male)

No SRY gene

SRY gene

Ovaries

Testes

Oestrogen

← Hormones →

Testosterone

Sex Identity:

Exam tip: REMEMBER: if a question says 'refer to the article' you MUST use the article in your answer!

Exam tip: REMEMBER: when providing a definition use examples!



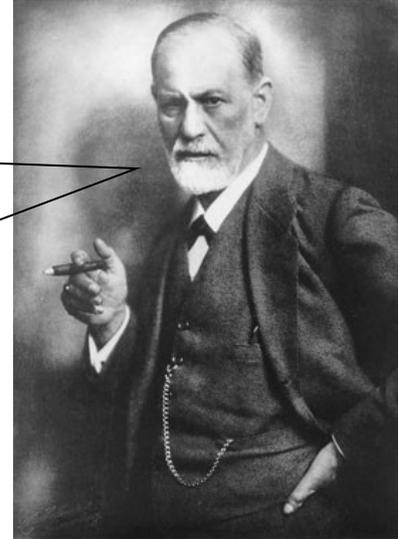
Gender Identity:



Psychodynamic Theory

Our unconscious plays a key role in our development. Here we store information, including thoughts and feelings that we cannot become aware of.

It is through our psychosexual development when our gender identity forms, namely during the **PHALLIC STAGE** (from age 3-5)



Phallic stage:

This is when the child unconsciously has sexual desires for the opposite sex parent, they feel jealousy towards their same sex parent due to this.

The child then starts to behave like the same sex parent in order to win the affections of their sexual desire (identification), this is where children learn how to be a boy (males) and a girl (females)



Oedipus complex

Electra Complex

Psychodynamic Theory

Little Hans: Freud carried out a case study to investigate gender development, he studied a boy known as '*Little Hans*'



Don't forget to evaluate!

According to Freud, if a child is brought up in a *single parent* house they will have a poorly developed gender identity, this is due to them not having a positive experience of the Oedipus/Electra complex!

For example:

Rekers and Moray

Evaluation of the psychodynamic approach

Freud's theory is difficult to test, this is a weakness because...

There has been a raise in single parent households, however there has not been a raise in homosexuality, this is a weakness because...

Studies supporting Freud are case studies, this is a weakness because....

Social Learning Theory

Social learning theory is the view that we learn behaviours through observing a model and imitating their behaviour, this also holds true for gender identity.

Match the correct term to the definition

Key term		Definition
Modelling		Copying the behaviour of a model
Imitation		Learning from the model's being either rewarded or punished
Vicarious Reinforcement		A role model provides an example for the child (e.g parent)

Models are anybody the child may look up to, examples of a child's model includes:



Perry and Bussey

Aim: To show that children imitate the behaviour of same-sex role models.

Method:

Results:

Conclusion: When children are in a unfamiliar situation they will observe same sex models, this gives children information on what is appropriate for their sex.

Evaluation:

Explanation:

Evaluation of Social Learning Theory

Gender Scheme Theory

A schema is a building block of knowledge, it is strengthened or challenged as we learn information

Gender schemas are constantly changing, however it is from the age of two that a child knows if they are a boy or a girl. They also have the ability to identify if other belong as part of the same group or different group

Gender schemas are knowledge about each gender (feminine and masculine). This contains information about clothes, activities, role and behaviours.

Eg a masculine schema:

E.g a feminine schema:



Research: Martin

Gender schemas are not the same for all children. Some children's ideas remain highly stereotyped, whereas others are less stereotyped.

By the age of six children have a detailed knowledge of their own gender and know a lot less about the other gender.



Evaluation of Gender Scheme Theory

Check your understanding

*3a. Fred: Please can you stop buying little Tom Action Men, these are just dolls.
Boys should not be playing with dolls.
Anna: What difference does it make if he is happy, the toys he plays with do not influence how he behaves, it is his genetics that influence his behaviour.*

- i. What is meant by the term sex identity, refer to the above conversation (3 marks)
 - ii. What is meant by the term gender identity, refer to the above conversation (3 marks)
 - iii. What is the female sex chromosome? XX/ XY (1 mark)
 - iv. What is the male sex chromosome? XX/XY (1 mark)
- b. Explain what the Oedipus complex. (3 marks)
- c.
 - i. Describe one study looking at gender development, include in your answer the reason, method, results and conclusion (4 marks)
 - ii. Evaluate the study in c(i) (3 marks)
- d.
 - i. Define the term 'gender schema' (3 marks)
 - ii. Describe and evaluate Martin's research in to gender scheme theory (6 marks)
 - iii. Evaluate the gender scheme theory (3 marks)
- e.
 - i. What is meant by the term vicarious reinforcement? (2 marks)
 - ii. Explain how vicarious reinforcement might link to gender development (4 marks)

Aggression: The Spec

1. Explanations of aggression: biological, including the role of hormones, brain disease and chromosomal abnormality. psychodynamic, including the frustration-aggression hypothesis. social learning, including modelling, punishment and monitoring.
2. Description and evaluation of studies of the development of aggressive behaviour.
3. Ways of reducing aggression, based on these explanations.
4. Evaluation of these ways of reducing aggression.



Aggression Biological Explanation

Aggression is:



Match up the cause to it's explanation

1. Hormones

2. Chromosomes

3. Limbic system

There is a failure between communication within the brain. This part of the brain influences things like eating and aggression.

It is accepted that men are more aggressive than women. Men have more testosterone than women, this is thought to be the cause of aggression.

There is a high proportion of men with XYY syndrome in amongst violent offenders, potentially making them more aggressive

Charles Whitman



Biological explanation

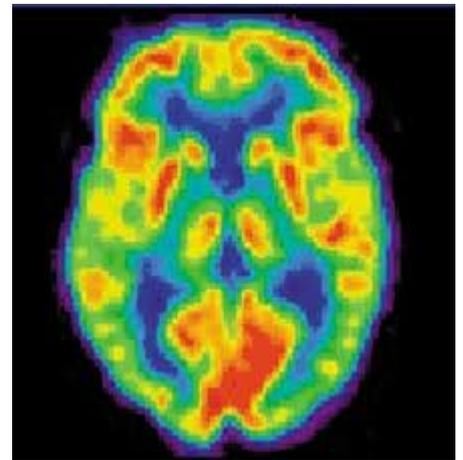
Research into the development of aggression was once conducted on animals, this is because we can easily manipulate their hormones!

We have now developed ways to investigate aggression in humans!



Raine:

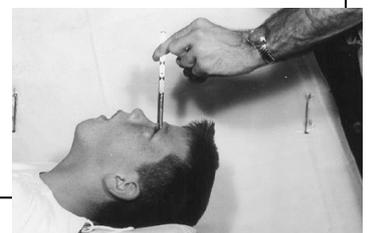
Aim: To investigate the brains of murderers



Reducing aggression

Drug Treatment in ADHD

Psychosurgery



Psychodynamic explanation



I am your ID (a.k.a Thanatos), I seek pleasure at any cost.

I am an internal force which leads to sexual behaviour and aggression. If you let me build up to much it can create pressure in your unconscious and I will make you do something really naughty and aggressive!

I am your ego, I am in charge of reality and keeping the ID and superego under control

I am your super ego, I punish you for any wrong doing and make you feel guilty

Ego Defense Mechanisms:

Displacement:
Sublimation:

Studying the unconscious is difficult so research is limited...

Reducing aggression

Megargee and Mendelsohn

- *Release our Id through safe activities.*
- *Catharsis.*

Frustration-Aggression Model

Dollard argued that, although aggression might build up and cause pressure inside us, Freud was incorrect to suggest it would randomly spill over and make us aggressive for no reason. Dollard believed we needed something to trigger it (*e.g. the straw that broke the camels back!*)

Barker

Aim: To see the effect of frustration on aggression behaviour



The frustration-aggression model states that to reduce aggression we must avoid situations that might make us aggressive, why is this an issue?

Social Learning Theory

Explanation

Bandura

Reducing aggression



Bandura



Check your understanding

4a. Robert Peter Tait was sent to jail for murdering an old women. He was found to have XYY syndrome.

i. With reference to the above, explain the biological theory of aggression (3 marks)

ii. Outline Raine's study investigating the biological theory, include in your answer reason, method, results and conclusion (4 marks)

iii. Evaluate the above study (3 marks)

iv. Explain how the biological theory has helped to reduce aggression (4 marks)

b. i. Outline the psychodynamic theory of aggression (4 marks)

ii. Evaluate psychodynamic theory of aggression (3 marks)

iii. How does the frustration-aggression model differ to the psychodynamic theory? (4 marks)

c. i. Outline the social learning theory of aggression (4 marks)

ii. Evaluate the social learning theory of aggression (3 marks)

d. Anna is concerned about her son (Luke), he spends all of his free time playing on World of Warcraft. Even when he is not playing it he is talking about it. Recently he has started acting out scenes from the game he has played and often confuses reality with the game and started hurting his 2 younger sisters.

i. Referring to the above article and theories of aggression, explain Luke's behaviour

ii. Referring to the above article, outline one way in which Anna can help reduce her son's aggression levels.

Research Methods: The Spec

1. **Methods of Investigation** The use of scientific methods and techniques which aim for objectivity.
2. **Procedures for each method of investigation:** survey methods; questionnaires (including closed and open questions) and interviews (including structured and unstructured). observation, including categories of behaviour, and inter observer reliability; case study;
3. **Advantages and disadvantages of each method of investigation** (including ecological validity). **Methods of Control,**
 4. **Data Analysis and Data Presentation**
5. **Target populations, samples and sampling methods:** random; opportunity; systematic; stratified.
6. **Correlation, including an understanding of association between two variables, and of correlation relationship** (without computation of formulae). **Advantages and limitations of using correlations.**
 7. **Calculations, including mean, mode, median, range and percentages.**
 8. **Anomalous results and their possible effects.**
 9. **Graphical representations, including bar charts and scatter graphs**
10. **Ethical Considerations** Candidates should demonstrate knowledge and understanding of: ethical issues in psychological research as outlined in the British Psychological Society guidelines ways of dealing with each of these issues.



Overview

The following items appear on the spec in unit 1 and 2.
For revision information on this check your unit 1
revision book and notes!

- **Methods of Investigation** The use of scientific methods and techniques which aim for objectivity.
 - **Data Analysis and Data Presentation**
- **Target populations, samples and sampling methods:** random; opportunity; systematic; stratified.
- **Calculations, including mean, mode, median, range and percentages.**
 - **Anomalous results and their possible effects.**
 - **Graphical representations, including bar charts.**
- **Ethical Considerations** Candidates should demonstrate knowledge and understanding of: ethical issues in psychological research as outlined in the British Psychological Society guidelines ways of dealing with each of these issues.

Surveys/ Questionnaires

Interviews

Surveys/Questionnaires: These are used to collect a lot of data and are often spread out across the country to gather opinions on key areas of interest. There are 2 types of questions that can be asked:

Open:

E.g.

Closed:

E.g.:



Advantages of Questionnaires:

Disadvantages of Questionnaires:

Interview: face to face discussion between psychologist and participant, it can also be over the telephone. Interviews often have a questionnaire for the research to complete and make notes throughout the discussion. There are two types of interview:

Structured interview:

Unstructured interview:

Advantages of Interviews:

Disadvantages of Interviews:

Observation Case Studies

Observations is a method in which people watch behaviour as people produce it. They are often carried out in a natural environment to ensure behaviour isn't altered due to artificial settings, however they can also be carried out in a controlled setting.

Categories of behaviour:

Favorite Pets		
Pet	Tally Marks	Number
		10
		4
		6

Advantages of observations:

Disadvantages of observations:

Inter-observer reliability:

A major problem is that the researcher may not accurately record the results. Some solutions include:

Case study method:

Disadvantages of case studies

Advantages of case studies

Correlation

A correlation is a technique used to establish a relationship between two variables.

This relationship is measured using a scatter graph to calculate a correlation coefficient (*this is a number given to the strength of the Relationship: -1-Strong negative/0-No correlation/+1-Strong positive*)

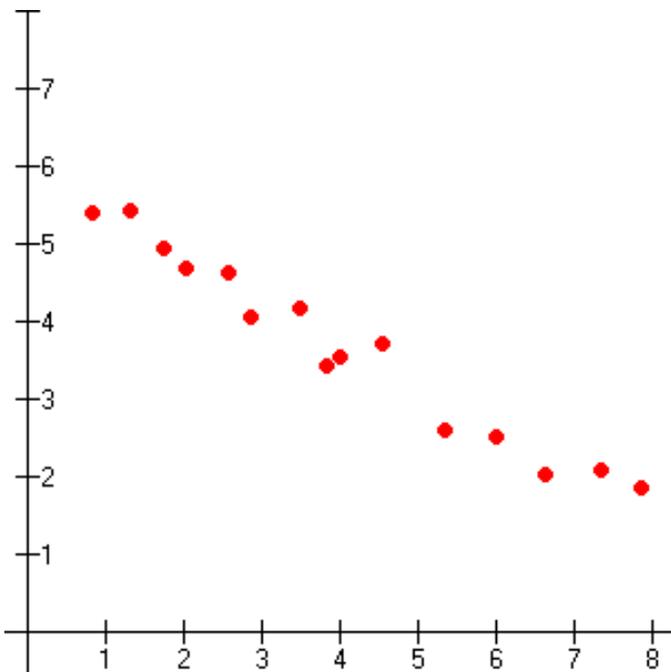
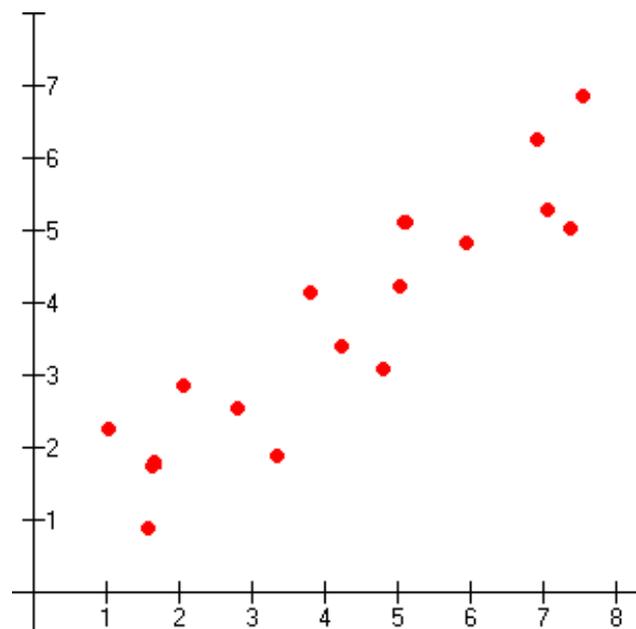
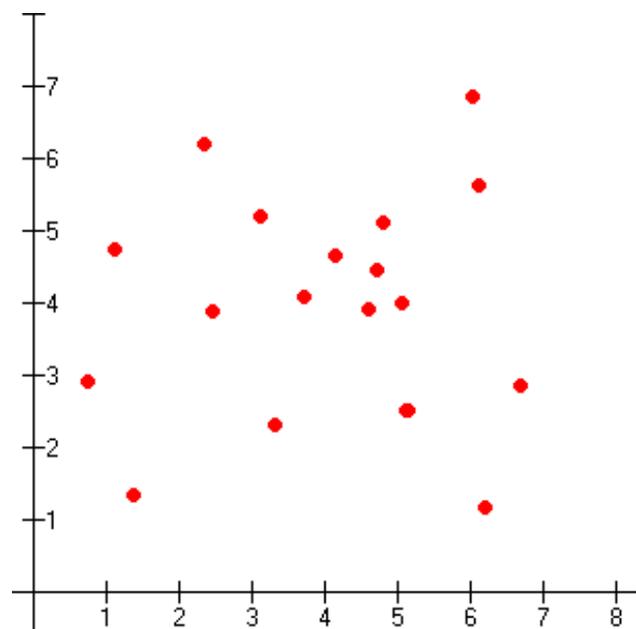
Correlation relationships:

Positive correlation:

Negative correlation:

No correlation:

Task: Draw a line of best fit through the scatter graphs below, indicate a possible correlation coefficient, and describe the relationship seen.



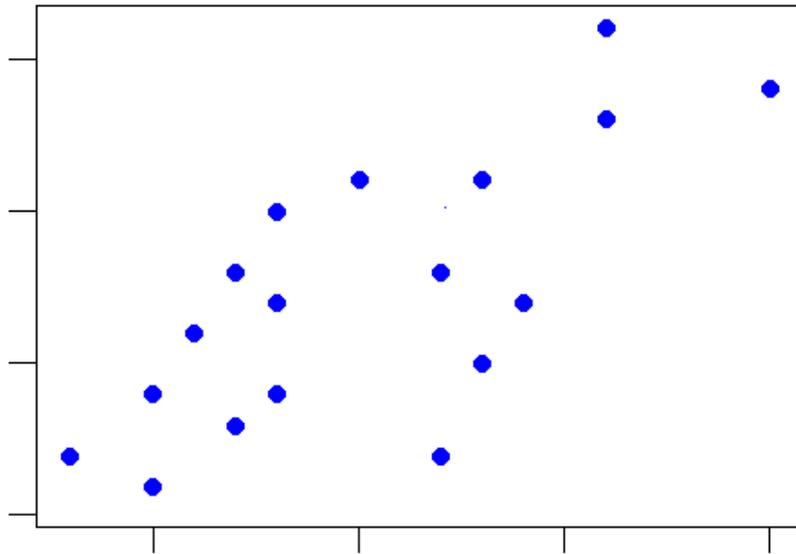
Evaluation of correlations:

Check your understanding

5a. Toby carried out a correlation to see if there is a link between heat and ice creams sold in his local shop.

- i. What is a correlation? (2 marks)
- ii. Identify the two co-variables (2 marks)

iii.



Above is Toby's scatter graph, however it is incomplete. Complete the scatter graph (3 marks)

- iv. What conclusion can be drawn from the scatter graph? (3 marks)
- b.
- i. Interviews are time consuming: T/ F (1 marks)
 - ii. Observations do not cause an increase in demand characteristics: T/F (1 mark)
 - iii. Case studies are carried out on a large group of people and can be generalised: T/F (1 mark)
 - iv. Survey's are often used to gather a lot of information in a short space of time: T/F (1 mark)