

Behaviourist Perspective

Assumptions

- All behaviour is learned
- Stimulus - response is the process by which behaviour is learned:
- Classical conditioning
- Operant Conditioning
- Social Learning Theory

Strengths

- Lots of empirical research: very scientific, experimental methodology
- Usefulness: Practical applications in society e.g. education, therapy, etc.

Weaknesses

- Much research on animals: ethical concerns, extrapolation to humans?
- Too simplistic to explain human behaviour (reductionist). Ignores innate abilities, tendencies.

Key studies

- Bandura:
- Savage-Rumbaugh:
- Reicher and Haslam