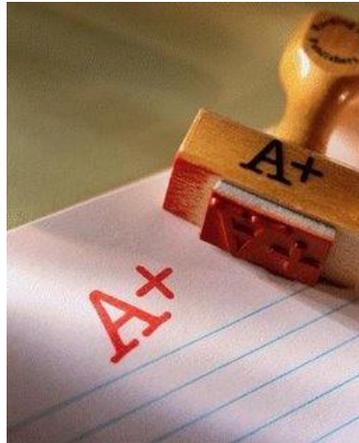


A2 APPROACHES & RESEARCH METHODS



HOW TO ANSWER PART B IN
THE EXAM

Part B of G544: 50% of exam & 45 minutes

- **Sections a - e:** mark scheme is set but questions may differ slightly.
- Q(a): **Describe:** ie; issue, debate, method, approach (4)
- Q(b): **Describe evidence;** refer to two or more theories/studies from AS or A2 (8)
- Q c): **Evaluate:** can be strengths & weaknesses, similarities & differences; 2+2. Refer to **evidence.** (12)
- Q(d): **Evaluate:** can be compare/contrast or strength/weakness. Refer to **evidence.** (8)
- Q(e): **Discuss:** in reference to an issue (eg; usefulness, reductionism, determinism, etc.). Aim for 3 points. Refer to **evidence.** (8)
- **ELABORATION** is important throughout!

(b) Describe evidence which illustrates the behaviourist approach (8)

- 'One study that used behavioural methods to improve health adherence is **Watt et al.** This study used **operant conditioning** as a learning technique to encourage children to take medication for asthma. Here the 'Funhaler' had incentive toys such as spinners & whistles which would function if the child inhaled the medication effectively. These acted as **positive reinforcers** for the desired behaviour (deep breathing) and indeed, improved correct asthma medication regimes compared to standard inhalers.'

(b) Describe.....(continued)

Refer to & explain behaviourist learning in study

- 'Another study that illustrates the behaviourist approach is **Bandura's** study on 'Transmission of aggression through imitation of aggressive models'.

Bandura gave support to **Social Learning Theory**.....

by.....

c) Discuss the strengths and limitations of explaining behaviour using the behaviourist approach (12)

- One limitation of the behaviourist approach is that it can be seen as reductionist; it oversimplifies the influence of learning on behaviour whilst not recognising the role of biological, cognitive, or emotional factors. For example, in **Watt's** study of adherence using the Funhaler it is assumed that operant conditioning is a successful technique, yet ignores the possibility that children's interest may decrease as the device loses its novelty and they may become more bored or rebellious. In this way it can't account for the complexity of human nature.....

c) Discuss strengths & limitations...(continued)

- 'One strength of explaining behaviour using the behaviourist approach is that it has useful applications in many areas of human behaviour. For example **Savage-Rumbaugh** showed how chimps can learn language in a structured environment through social learning & reinforcements. This finding directly contributed to language programs for special educational needs children with language deficiencies.

In the area of health.....