

THE INDIVIDUAL DIFFERENCES APPROACH



Individual Differences Approach

- Concerned with differences between people
- **Ideographic:** highlights unique aspects of behaviour (V Nomothetic)
- Focus on **Personality & Abnormality**



- **Main Assumption:** To understand the complexity of human nature it is necessary to study differences between people. (Eg:)

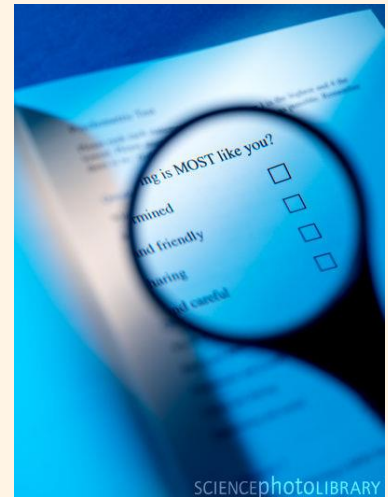


Strengths

- Focus on abnormality: **usefulness**

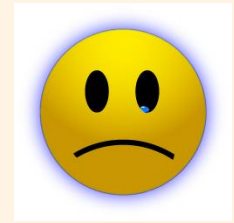


- **Psychometric measurement** can allow comparisons between individuals

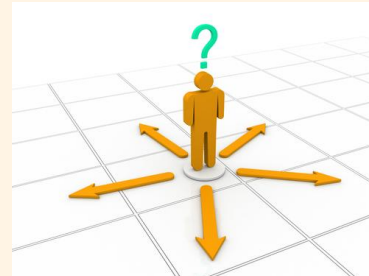
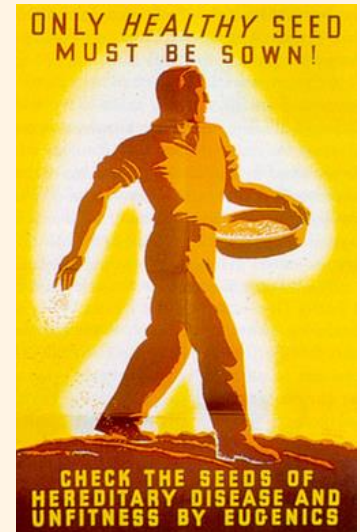


- **Qualitative data**: rich & detailed

Weaknesses



- Research can be **subjective**
- **Ethical problems**: labelling individuals
- **Difficult to generalise** (case studies / ethnocentrism)



Supporting Research: AS

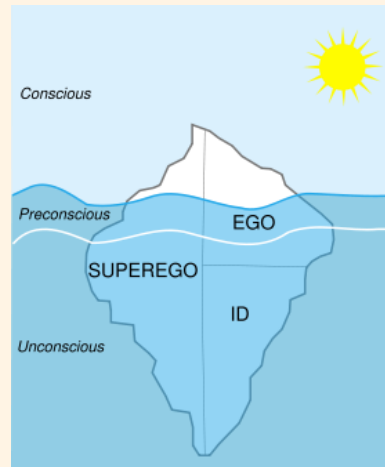
* **Thigpen & Cleckley**: MPD



• **Griffiths**: Gambling Behaviour



• **Freud**: Phobia



Supporting Research: A2

- **Beck:** Depression



- **Gottesman & Shields:** Schizophrenia



- **DSM / ICD:** Categorising Abnormal Behaviour

