Physiological Approach
Assumptions

• Much of human behaviour will have a biological basis
• Psychology should study the brain, nervous system and various biological systems
Strengths

• Very scientific and so can show psychology as a hard science
• Has practical applications
Weaknesses

- Reduces complex human behaviour down to simple biological explanations
- Difficult to study all behaviours in this way because the mind and body interact
Key Studies

- Maguire
- Sperry
- Dement and Kleitman