

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