

## Summer Research Task – BTEC Applied Psychology

In the first year of your BTEC psychology you will be looking at the 4 main approaches of Psychology:

- Cognitive – the belief that all behaviour is a result of cognitive processes such as perception, memory and attention and that humans are nothing more than information processors similar to a computer
- Social – the belief that we are a product of our environment and that environmental factors and the people who we associate with form our behaviour
- Behaviourist/Learning – the belief that all behaviour is learnt and that others can shape our behaviour through conditioning
- Biological – the belief that all behaviour is a result of biological influences such as genetics, hormones, neurotransmitters

All of the explanations have evidence to support them and also features that they may struggle to explain so Psychology is often concerned with which explanation can provide the best support for a particular issue.

Your task for the summer is to find some research evidence to support the 4 explanations for addictions. Remember that an addiction can relate both to substances and behaviours and your research can link to any type of addiction.

If you are feeling really clever you can also have an attempt at evaluating the research that you have found and coming up with an opinion about which, in your opinion, is the best explanation.

Good luck and enjoy!!