

Year 12 Applied Psychology Mock

Social Approach –

The assumptions

Conformity and Asch (1951)

Types of conformity and Haney et al (1973)

Social Categorisation and Chatard et al (2007)

Learning Approach -

The assumptions

Classical conditioning and Watson and Rayner (1920)

Operant conditioning and Skinner (1932)

Social Learning theory and Bandura et al (1961)

Cognitive Approach -

The assumptions

Reconstructive memory and Bartlett (1932)

Cognitive Priming and Harris et al (2009)

Cognitive biases and Loftus and Palmer (1974)