

### Cognitive Approach

Looks at all aspect of intelligent behaviour (including perception, attention, memory, thinking, problem solving to computer models of thinking) from an information processing point of view. Reintroduces the idea of thinking being as important as observable behaviour, but uses scientific methodology rather than a subjective basis for its research. This approach takes the following stance:

- Ψ **partially reductionist** - artificial intelligence takes a reductionist viewpoint, as do some information processing models; however, many other aspects of cognitive psychology are non-reductionist
- Ψ **structuralist** - many aspects of cognitive psychology are talk about structures being developed, describing what things do rather than what they are for
- Ψ **nativist and nurturist** - both aspects can be found in cognition, though many cognitive Psychologists would go for the interactionist viewpoint
- Ψ **objectivist** - most phenomena in cognitive Psychology are studied in an objective, scientific manner, subjectivity is frowned upon in cognitive circles.

### Psychoanalytic Approach

This is one of the person-centred approaches in Psychology (the other major one being humanism) which is heavily deterministic and emphasises development aspects of the person and their major influence on subsequent behaviour. It is an approach that focuses on the importance of the unconscious and the development of personality, the major motivator being conflict. It takes the following stance:

- Ψ **determinist** - one of Freud's assumptions was psychological determinism, which suggests that nothing we ever do is accidental
- Ψ **nature and nurture** - Freud suggests there is an interaction between our instinctual impulses and behaviour subsequently learnt
- Ψ **subjectivist** - almost all the evidence gathered about this perspective was based on subjective reports; objectivity was not considered to be of paramount importance
- Ψ **idiographic** - Freud takes an idiographic viewpoint, unlike someone like Eysenck who suggests personality can be boiled down to a few universal types

### Humanistic Approach

This approach looks at behaviour from an individual, uniquely human point of view. It treats each person as an individual and emphasises the capacity to grown and change through person-centred therapy. It takes a the following stance:

- Ψ **free-will** - the notion is that we all have the power of personal agency and can grown and change if we want to; it rejects the deterministic viewpoint of the biological and psychoanalytical approaches
- Ψ **non-reductionist** - it rejects the notion that the person can be reduced to S-R units or biological foundations
- Ψ **subjectivist** - it suggests that objectivity is a wasted search and that subjective data is all that matters