

Comparison matrix



NAME _____ CLASS _____ DATE _____

Goal. Compare rival theories, then judge the most convincing. Read the model, then jot phrases for three theories. Model: short revision summary, check your specification.

	MODEL: BEHAVIOURIST	THEORY A: _____	THEORY B: _____	THEORY C: _____
Key idea <i>main claim</i>	Behaviour is learned from the environment: by association (classical conditioning, linked to Ivan Pavlov) and by consequences (operant conditioning, linked to B. F. Skinner).			
Key terms <i>must-use words</i>	classical conditioning, operant conditioning, reinforcement, punishment			
Where it looks for causes <i>person or environment</i>	In the environment.			
Typical evidence <i>type of research</i>	Controlled experiments.			
Strengths <i>explains well</i>	Results can be measured and checked.			
Limitations <i>what it misses</i>	Says little about thoughts and feelings.			
Practical application <i>used where</i>	Reward systems and token economies in some classrooms and clinics.			
My verdict <i>one line</i>				

MOST CONVINCING BECAUSE

Comparison matrix: your choice



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APPROACH MENU: PICK THREE, OR USE OTHERS FROM YOUR COURSE

Cognitive

mental processes such as memory and thinking, often compared to information processing

Biological

genes, brain structure and chemicals in the body

Social learning

learning by watching and copying others, linked to Albert Bandura

Humanistic

personal growth, free will and choice, linked to Carl Rogers and Abraham Maslow

Psychodynamic

unconscious mind and early experience, linked to Sigmund Freud

	APPROACH 1: _____	APPROACH 2: _____	APPROACH 3: _____
Key idea <i>main claim</i>			
Key terms <i>must-use words</i>			
Where it looks for causes <i>person or environment</i>			
Typical evidence <i>type of research</i>			
Strengths <i>explains well</i>			
Limitations <i>what it misses</i>			
Practical application <i>used where</i>			
My verdict: most convincing because			