

## Myers: Introduction: Essay

List Perspectives  [1.5 points]	Define/describe term  [1]	Explain how it might be investigated  [2]	Extended [related to sample issues, study or researcher] [0.5]	Total points
Biological	How the body and brain create emotions, memories, and sensory experiences. Studies the biological basis for a range of psychological phenomena.	A psychologist working from this perspective might:  Study the brain circuits and body chemistry that trigger attraction and sexual arousal. [p. 5]	Pavlov studied the connections between learning and the workings of the human brain; further, he studied how conditioning could influence human responses. [p. 200]	
Behavioral	How we learn observable responses. Studies the mechanisms by which observable responses are acquired and modified in particular environments.	A psychologist working from this perspective might:  Study the external stimuli, such as body language, that elicit and reward approach behaviors toward another person. [p. 5]	John B. Watson [1913] is thought of as the father of behaviorism. He said to forget the mind; that psychology should be an objective science based on observable behavior. [p.259]	
Cognitive	The way the mind processes, stores, and retrieves information.	A psychologist working from this perspective might:  Study how our thought processes, attitudes and beliefs foster attachment to loved ones [p. 5]	P.C. Watson (1960) did experiments to demonstrate our reluctance to seek information that might disprove our beliefs (confirmation bias). [p.328]	
Social-Cultural	How behavior and thinking vary across situations and cultures.	A psychologist working from this perspective might Explore situational influences on attraction, and how the development and expression of love varies across cultural groups. [p. 5]	Standards of acceptability vary over time. Sexologist William Acton (late 1800's) felt that female orgasm was a disorder. Masters and Johnson [late 1900's) thought that a lack of orgasm was disorder. [p.500]	