**Behaviourist Approach**

**Activity A**

Use this website to find out the main assumptions of the behaviourist approach: <https://www.simplypsychology.org/behaviorism.html>

**Activity B**

Watch this video clip and answer the questions below: <https://www.youtube.com/watch?v=guroaQRFsX4>   
  
1. What methods has Sheldon used to shape (modify) Penny's behaviour?

2. Can you think of real life examples where people use methods such as this to modify people's behaviour?

**Activity C**  
Research and write down what is meant by the following key terms:

|  |  |
| --- | --- |
|  | Definition |
| Classical conditioning |  |
| Operant conditioning |  |
| Positive reinforcement |  |
| Negative reinforcement |  |
| Punishment |  |