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I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm that I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

I have used previous work of my own at Gower College on the Psychology & Counselling Access course in 2023. I have copies of relevant notes and proof .

Presentation of slides NO RECORDING

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Concluding Group Video Advertisement SCRIPT

SLIDE ONE

In conclusion, we have seen how psychological investigations were conducted during the Behaviourist period?
What are the contributions of the approach?
What are its limitations. How well does it explain human behaviour?

SLIDE TWO

The experiments of the behaviourists raised many ethical concerns from the late 19th century to the 20th century, that helped establish the need for, The British Psychological Society code of ethics and conduct (2021). 'The Code' which is in use today.

SLIDE THREE

There are 3 basic principles of 'The Code' they are ...

'Informed, Consent' -providing sufficient information

to inform the participants' decisions.

'*The right to withdraw*'- from the outset, make it plain to participants they can leave at any time, without penalty.

'*Protection from harm*'- physically and psychologically, placing a duty of care upon the researchers.

SLIDE FOUR

The controversial 'Little Albert experiment', although being of its time, it demonstrates today 'the need for an ethical code to protect the rights of participants.'

SLIDE FIVE

Watson and Rayner's experiment did make a valuable contribution to the '...development of effective treatments for phobias and an array of other behavioral problems.

SLIDE SIX

An end justifies the means approach is unacceptable today. Certain research may be regarded as necessary to its success, but it needs oversight and approval of a Research Ethics Committee.

SLIDE SEVEN

Skinner's findings have applications to everyday situations. In Labour management, re-education and rehabilitation and psychiatric therapies. In early years education, child management and parenting strategies. Bandura contributed to advertising, marketing and the influences of media and again in parenting strategies.

SLIDE EIGHT

Criticisms of 'The Behaviourist approach' are that it is deterministic, places emphasis on the environment and not freewill. It is Reductionist reducing complexity of human behaviour to a few simple principles of learning. It's stated aims to control and modify human behaviour led to

the accusation of it being dehumanising. Its major limitation is in its explanation of the human brain, emotion and creativity remain still illusive to full explanation due to its strict method of observation and as such is narrow explanation of human behaviour.

SLIDE NINE

THANK YOU for watching our Presentation!

Reference list:

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