Theories are ideas about how something works. They often contain several key concepts, and it is these that you need to describe in your 9 mark essay. Use this booklet as a revision tool to remind yourself of each of these key theories, and to plan out what information you should include if a 9 marker on these came up.

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<td>Theory of reconstructive memory</td>
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<td>Psychological explanation of addiction</td>
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</table>
Describe and evaluate the multi-store model of memory. (9 marks)

**Description (4 marks) - 1 paragraph**
- The multi-store model of memory suggests that there are three stores in memory...
  
- Describe the first store; how does information get from here to the next store?
  
- Describe the second store, including its capacity and duration.
  
- Describe how information can pass from the second to the third store; describe the third store including its capacity and duration

**Evaluation (5 marks) - 2 separate paragraphs**

**Paragraph 1:**
Point – One strength of the multi-store model is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of the multi-store model is

Evidence/Example –

Explanation – This suggests
Describe and evaluate the theory of reconstructive memory. (9 marks)

**Description (4 marks)- 1 paragraph**
- Bartlett proposed the reconstructive explanation of memory and suggested memory was not simply a recording device but instead memories were “reconstructed” and interpreted to fit in with the previous experiences of individuals.
- Bartlett proposed that memory was an active process. *Describe what is meant by an active process.*
- Bartlett suggested that recall is subject to personal interpretation dependant on social and cultural expectations. *Outline what Bartlett meant by this.*
- Bartlett also showed that memory is not just a factual recording of what has occurred, but that we make ‘effort after meaning’. *Explain what is meant by ‘effort after meaning’.*

**Evaluation (5 marks)- 2 separate PEE paragraphs**

**Paragraph 1:**
Point – One strength of Bartlett’s theory is

Evidence/Example – 

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of Bartlett’s theory is

Evidence/Example – 

Explanation – This suggests
Describe and evaluate Gibson's direct theory of perception. (9 marks)

Description (4 marks)- 1 paragraph
- Gibson's theory falls on the nature side of the nature-nurture debate. Explain why Gibson is nature.
  - His theory states that our eyes are complex enough to accurately detect our optic array in order to perceive depth, distance and movement.
  - We use monocular and binocular cues such as motion parallax to do this. Explain what motion parallax is.
  - As we do not need to use past experience to make inferences, Gibson argued that sensation and perception are essentially the same.

Evaluation (5 marks)- 2 separate PEE paragraphs

**Paragraph 1:**
Point – One strength of Gibson's theory is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of Gibson's theory is

Evidence/Example –

Explanation – This suggests
Describe and evaluate Gregory’s constructivist theory of perception. (9 marks)

**Description (4 marks)- 1 paragraph**
- The constructivist theory of perception says our past experiences have an impact on the way that we perceive the world around us.
- This theory suggests that we perceive using _______ - ____________ processing,
  *Explain what this means:*

  - According to this theory, we have **perceptual sets**. *Explain what this means:*

  - According to constructivists, the way that we perceive the world is influenced by expectations. For example....

  - In addition to this, constructivists believe that the way that we perceive the world is influenced by motivation. For example...

**Evaluation (5 marks)- 2 separate PEE paragraphs**

**Paragraph 1:**
Point – One strength of Gregory’s theory is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of Gregory’s theory is

Evidence/Example –

Explanation – This suggests
### Describe and evaluate Piaget’s theory of cognitive development. (9 marks)

#### Description (4 marks)- 1 paragraph
- Piaget suggested that children go through a series of universal and invariant stages of cognitive development.

- The first stage is known as the ............................................ which occurs when the child is aged......  
  Describe one behaviour that they learn during this stage

- The second stage is known as the..................................... which occurs when the child is aged.....  
  Describe one behaviour that they find difficult during this stage

- The third stage is known as the ............................................. which occurs when the child is aged....  
  Describe one behaviour that they learn during this stage

- The fourth and final stage is known as the..........................  
  Describe one behaviour that they learn during this stage

#### Evaluation (5 marks)- 2 separate PEE paragraphs

**Paragraph 1:**
Point – One strength of Piaget’s theory is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of Piaget’s theory is

Evidence/Example –

Explanation – This suggests
Describe and evaluate Dweck’s mindset theory of learning. (9 marks)

**Description (4 marks)- 1 paragraph**
- Dweck developed her learning theory which attempts to explain how students can achieve success in their learning. Dweck proposed that there were two types of mindsets with individuals; Fixed mindset and Growth mindset. 
  *Describe a fixed mindset and a growth mindset.*

- When faced with challenges, the individual’s mindset will affect how they proceed to deal with it. 
  *What did Dweck propose about how a person with a fixed and growth mindset will react to a challenge?*

- Dweck believed that the type of *praise* received by students, whether positive or negative, affected their mindset. She believed we should praise students for their effort rather than their performance. *Explain why.*

- Dweck also placed emphasis on the role of self-efficacy, the belief you have in your own ability to succeed at a task. A student with a strong sense of self-efficacy would put in the efforts required to achieve their goals, challenging themselves with difficult tasks and are thus more likely to be successful. A student with a low sense of self-efficacy believes they will not be successful, so they are unlikely to try and therefore avoid challenging tasks which makes them less likely to achieve their goals.

**Evaluation (5 marks)- 2 separate PEE paragraphs**

**Paragraph 1:**

*Point – One strength of Dweck’s theory is*

*Evidence/Example –*

*Explanation – This suggests*

**Paragraphs 2:**

*Point – One weakness of Dweck’s theory is*

*Evidence/Example –*

*Explanation – This suggests*
Describe and evaluate Willingham’s learning theory. (9 marks)

Description (4 marks)- 1 paragraph
- People believe that if you teach a student in a way they learn best based on their preferred learning style, they should learn better.
  What are the different learning styles?

- Willingham disagreed with this, he pointed out that there was no experimental support for their existence or effectiveness. Other research studies have also shown that teaching in a student’s preferred learning style has no effect on their exam results.

- Instead Willingham believed that students should be praised for their effort, but this should be unexpected.
  What is the evidence for this belief?

- Willingham says we should focus on making things meaningful. He believes that this makes information much more likely to be remembered for a long time. He also believes that students should not be expected to find things out for themselves as they are not scientists and don’t have enough expertise. Instead they should be given the information but in an engaging, interesting way.

Evaluation (5 marks)- 2 separate PEE paragraphs

Paragraph 1:
Point – One strength of Willingham’s theory is

Evidence/Example –

Explanation – This suggests

Paragraphs 2:
Point – One weakness of Willingham’s theory is

Evidence/Example –

Explanation – This suggests
### Description (4 marks)- 1 paragraph
- Milgram developed his agency theory as a way to explain why certain individuals are more likely to obey orders from somebody else. Milgram proposed that a person is either in an agentic state or autonomous state. 
  *Explain agenic state and autonomous state.*

- Milgram used the term ‘agentic shift’ to describe the change from an autonomous state to an agentic state. Outline how this shift occurs – refer to authority figures.

- In this theory, Milgram also proposed that social factors, such as culture and proximity, can affect how obedient individuals are likely to be. 
  *Briefly outline how culture can affect obedience:*

  - *Briefly outline how proximity can affect obedience:*

### Evaluation (5 marks)- 2 separate PEE paragraphs

**Paragraph 1:**
Point – One strength of Milgram’s theory is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of Milgram’s theory is

Evidence/Example –

Explanation – This suggests
Describe and evaluate Adorno's theory of the authoritarian personality. (9 marks)

Description (4 marks)- 1 paragraph
- Adorno argued that some people develop personalities that make them more obedient than others due to their early childhood experiences.
- Adorno believed this personality was shaped in early childhood by parenting. Outline how parenting styles can influence children to develop this personality.
- In addition, authoritarian people have a particular style of thinking. Explain how cognitive style can influence this people with this personality.
- Another feature of the theory is the idea of scapegoating. Freud believed that people with hostility need to displace their anger onto something else to relieve their anxiety and hostility. How do people with an authoritarian personality displace their feelings of hostility?

Evaluation (5 marks)- 2 separate PEE paragraphs

Paragraph 1:
Point – One strength of Adorno’s theory is

Evidence/Example –

Explanation – This suggests

Paragraphs 2:
Point – One weakness of Adorno’s theory is

Evidence/Example –

Explanation – This suggests
Describe and evaluate Piaget’s theory on language and thought. (9 marks)

<table>
<thead>
<tr>
<th>Description (4 marks)- 1 paragraph</th>
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<tbody>
<tr>
<td>Piaget said we learn new information by developing __________________. __________________ are a ________________ structure containing all the information we have about one aspect of the world.</td>
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<tr>
<td>Piaget believed that __________________ depends on __________. Children develop language by matching the correct words to their existing __________________ of the world. Therefore, a child’s understanding of a concept comes first and then they learn how to express their understanding of it – through the __________ they use.</td>
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<tr>
<td>Children only begin to speak toward the end of their first year, in the ________________ stage. Before the age of one they are developing schemas as they learn to co-ordinate ___________ and motor information, meaning children can understand the idea or concept of _______________ before they start to use it.</td>
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<tr>
<td>In the ________________ stage, children’s language development makes rapid progress, as they start to talk about things that are not physically present, like the future and their feelings. However, Piaget argued that language is self-centred as they are _______________.</td>
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<tr>
<td>Finally, by the ________________ stage, children’s language becomes more mature and logical. They are less ________________, and can begin to question, criticise and develop new ideas of their own.</td>
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| **Paragraphs 2:**  |
| Point – One weakness of Piaget’s theory is  |
| Evidence/Example –  |
| Explanation – This suggests  |
Describe and evaluate the Sapir-Whorf hypothesis. (9 marks)

**Description (4 marks)- 1 paragraph**
Sapir and Whorf believed that ____________ depends on _______________. They believe that words influence our ________________, memories and perceptions, not the other way round.

Sapir and Whorf proposed two versions of their hypothesis:

*Describe the strong version of the Sapir-Whorf hypothesis*

*Describe the weak version of the Sapir-Whorf hypothesis*

Sapir and Whorf preferred the ______ version of the hypothesis.

*Explain their argument for this preference*

**Evaluation (5 marks)- 2 separate PEE paragraphs**

**Paragraph 1:**
Point – One strength of the Sapir-Whorf hypothesis is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of Sapir-Whorf hypothesis is

Evidence/Example –

Explanation – This suggests
Describe and evaluate Darwin’s evolutionary theory of non-verbal behaviour. (9 marks)

<table>
<thead>
<tr>
<th>Description (4 marks) - 1 paragraph</th>
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<tr>
<td>Darwin, in his evolutionary theory, suggested that species change and adapt over time in response to their environment in order to increase the likelihood of ________________. He proposed this happened through ____________________________ with genes for characteristics that improve the chance of survival or __________________ passed on to the next generation.</td>
</tr>
<tr>
<td>Survival itself is not actually the most important factor in the selection of genes but reproduction. Darwin said that characteristics that promote survival and reproduction are adaptive because they give individuals a ______________ advantage.</td>
</tr>
<tr>
<td>He suggested that non-verbal communication had evolved in humans and animals as a way of expressing ______________ and animals and humans may share certain behaviours because we share mutual ancestors.</td>
</tr>
<tr>
<td>Give an example of behaviour used to express emotion, this can be an animal or human example.</td>
</tr>
<tr>
<td>Some non-verbal behaviours we display today may not necessarily have the same purpose</td>
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<tr>
<td>Give an example and explain</td>
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<td><strong>Paragraphs 2:</strong></td>
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<td>Evidence/Example –</td>
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<tr>
<td>Explanation – This suggests</td>
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</table>
Describe and evaluate the James-Lange theory of emotion. (9 marks)

<table>
<thead>
<tr>
<th>Description (4 marks)- 1 paragraph</th>
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<tbody>
<tr>
<td>• What does the James-Lange theory propose – what causes emotion?</td>
</tr>
<tr>
<td>• The James-Lange theory says it is up to the brain to interpret these physiological changes. The result of this interpretation is an emotion such as...</td>
</tr>
<tr>
<td>• Give an example of how this theory can be applied.</td>
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<tr>
<td>• What happens is there are no physical changes.</td>
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<td><strong>Paragraph 1:</strong></td>
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<tr>
<td>Explanation – This suggests</td>
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</table>

| **Paragraphs 2:** |
| Point – One weakness of the James-Lange theory is |
| Evidence/Example – |
| Explanation – This suggests |
Describe and evaluate Hebb’s theory of learning. (9 marks)

**Description (4 marks)- 1 paragraph**
- Hebb’s theory of learning and neuronal growth suggested that when we learn, this creates new connections between neurons in the brain.

  - Explain what Hebb meant by the ‘brain is plastic’ and explain how it can adapt.

  - Describe how learning produces an engram.

  - Describe cell assemblies and how it can affect neuronal growth.

**Evaluation (5 marks)- 2 separate PEE paragraphs**

**Paragraph 1:**
Point – One strength of the James-Lange theory is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of the James-Lange theory is

Evidence/Example –

Explanation – This suggests
Describe and evaluate the biological explanation of depression. (9 marks)

Description (4 marks)- 1 paragraph
- The biological explanation of depression links it to an imbalance in the neurotransmitter serotonin.

- Outline what causes low levels of serotonin (refer to the process of synaptic transmission)

- What are the effects of low serotonin?

- However, there may be genetic and environmental reasons for low serotonin levels. Outline the genetic and environmental reasons for low serotonin levels.

Evaluation (5 marks)- 2 separate PEE paragraphs

**Paragraph 1:**
Point – One strength of the biological explanation is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of the biological explanation is

Evidence/Example –

Explanation – This suggests
Describe and evaluate the psychological explanation of depression. (9 marks)

### Description (4 marks)- 1 paragraph
- The psychological explanation for depression states that faulty or irrational thinking is the cause of depression.

- When a person is depressed they tend to see a cup as half empty rather than half full. They will pay attention to the negative aspects of a situation and ignore positives, so their thinking is not logical. A depressed person cannot stop looking at the world in a negative way, and this leads to feelings of hopelessness and depression.

- Outline the role of negative schemas in depression. You can also refer to Beck’s cognitive triad here.

- Attribution is the process of explaining causes of behaviour. *Explain the different types of attributions (e.g. internal, external, stable, unstable). Which combination is more likely to cause depression?*

### Evaluation (5 marks)- 2 separate PEE paragraphs

**Paragraph 1:**
Point – One strength the psychological explanation is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of the psychological explanation is

Evidence/Example –

Explanation – This suggests
Describe and evaluate the biological explanation of addiction. (9 marks)

Description (4 marks)- 1 paragraph
- The biological explanation states that people may have a genetic vulnerability to addiction. Outline what genetic vulnerability means.

This means that these people are at a higher risk of developing an addiction than others. This means that addictions can be hereditary. Outline what hereditary means.

- Researchers have investigated the roles of nature and nurture in addiction. One study examined the concordance rates of monozygotic (MZ; identical) twins and dizygotic (DZ; non-identical) twins. What are concordance rates?

The researchers found a concordance rate of 45% for monozygotic twins compared to a concordance rate of 12% for dizygotic twins. What do these results suggest about the roles of nature and nurture in addiction?

Evaluation (5 marks)- 2 separate PEE paragraphs

Paragraph 1:
Point – One strength of the biological explanation is

Evidence/Example –

Explanation – This suggests

Paragraphs 2:
Point – One weakness of the biological explanation is

Evidence/Example –

Explanation – This suggests
Describe and evaluate the psychological explanation of addiction. (9 marks)

**Description (4 marks)- 1 paragraph**
- The psychological explanation looks at the influence of nurture on addiction. One factor in determining young people’s behaviour is peer influence. **What is peer influence?**
- Bandura proposed the social learning theory to explain how our social world can influence us.
- Outline the social learning theory to explain how young people can develop an addiction. Refer to the processes of observation, imitation and identification.
- There is also the belief that we learn from our peers’ behaviour and attitudes. We learn the social norms, i.e. ‘rules of about behaviour’, from other people around us. If we come across a situation and are not sure about how to behave, we will look to the behaviour of others to tell us what to do or think.
- Additionally, social identity theory proposes that adolescents may feel ‘pressure’ to conform to the social norms of their peer group. **Explain how social identity theory in developing addiction.**

**Evaluation (5 marks)- 2 separate PEE paragraphs**

**Paragraph 1:**
Point – One strength of the psychological explanation is

Evidence/Example –

Explanation – This suggests

**Paragraphs 2:**
Point – One weakness of the psychological explanation is

Evidence/Example –

Explanation – This suggests