

Maladaptive behaviour, not based on instincts

Unscientific  
Unmeasurable

Psychodynamic

rejects

**Learned Behaviour**

Not learned

i.e. nurture not nature

Biological

depends on  
observed behaviour

**Scientific?**

**Evaluation of behavioural model**

**Doesn't treat underlying causes**

alcoholism

Davison & Neale 1998

What's this?

**Efficacy**

Good for phobias

Comer (1998)

Effect of therapy doesn't go beyond therapist office

**reductionist**

determinist

demeaning

Heather 1976 - we are more than mere rats!

No thought processes

**Ethics**

Little Albert

Are people aware they are being manipulated?

Is there an informed consent?

Token economy