

Obedience  
 Personality  
 Prejudice (Genes)  
 Secondary memory  
 Episodic memory  
 Schema - Bartlett  
 Open

15 To what extent do social psychology and cognitive psychology consider human behaviour to be determined by nurture?

(12)

Social Psychology to a large extent considers human behaviour to be down to nurture. Obedience is based on socialisation and factors affecting obedience eg. situational factors are all environmental factors. For example Milgram's variations such as exp 7 and 103 showed the effect of proximity and authority (status) on obedience, which are environmental factors (nurture). As well as this ~~other~~ ~~personality~~ culture is another environmental factor that can affect human behaviour such as prejudice. Culture is based on different social norms and values and can influence prejudice. For example, Katz and Braly found American believed African American were ignorant & Jews were shrewd. This shows that of human behaviour in social psychology is down to nurture. Cognitive psychology considers nurture less than social psychology but still takes it into account. In reconstructive memory, schemas are a product of nurture, they are stored knowledge based on past experiences and expectations of an event. This will depend on the environment and upbringing. Schemas are also individually different based on culture for example knowledge



for schema) comes from Bartlett's war of the ghosts where the story was susceptible to transformation, distortion and simplification. This largely down to schema. However Bartlett's war of the ghosts was not ~~quite~~ ~~really~~ a realistic view of real life memory and therefore the task required mundane realism.

To some extent both also take into account nature. The personality individual difference that is suggested to cause prejudice is authoritarian personality, which suggests individuals are hostile to people of a different race, gender, ethnicity etc. This is not a valid explanation because it suggests ~~pre~~ this prejudice is genetic which would mean prejudice is fixed and doesn't change. This is not the case as attitudes are ~~too~~ always changing but is a factor that takes into account nature.

Furthermore, cognitive psychology considers nature to a larger extent. For example, memory systems are all predetermined by nature and do not change throughout our lives. Despite this, evidence from case studies such as HM <sup>PCW</sup> show memory systems can change but only through severe accidents. ~~The~~ memory is a cognitive process that has been researched by many including Baddeley, and Atkinson and Shiffrin and is a product of nature.



Overall, both social & cognitive psychology  
take into account nature, ~~the~~ social more  
so than cognitive, but they also both take into  
account nurture.

(Total for Question 15 = 12 marks)

**TOTAL FOR SECTION E = 20 MARKS**  
**TOTAL FOR PAPER = 90 MARKS**

