Bowlby - EVOLUTIONARY THEORY

**Innate programming:** carry innate attachment forming behaviour for survival. Supported by Lorenz and geece. HOWEVER, NO ATTACHMENT GENE FOUND.

**Critical period:** 2 1/2 years where infants are most sensitive to attachment. Criticisms: Hodgez and Tizard studies institutionalised children and found children didn't attach in early years. HOWEVER, Czech twins attached to adoptive parents after 7 years

**Continuity hypothesis:** Social releasers such as smiling and crying that encourage caregiver to attach. Also, infants develop an internal working model for making attachments. Theory of monotrophy that infants attach to one key person.

Dollard and Miller - Learning Theory

**Classical Conditioning - Association**

Food (UCS) - Baby feels pleasure (UCR)
Mother (NS) + Food (UCS) - Baby feels pleasure (UCR)
Mother (CS) - Baby feels pleasure (CR)

**Operant Conditioning - Reward**

Baby performs action (e.g cries) - Earns a reward (e.g sympathy)
Reward reinforces this behaviour thus, baby repeats it.
<table>
<thead>
<tr>
<th>Type B - Secure</th>
<th>Type A -</th>
<th>Type C -</th>
<th>Type D -</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happy to explore</td>
<td>Happy to explore</td>
<td>Wary of environment</td>
<td>Wary of environment</td>
</tr>
<tr>
<td>Some fear of stranger</td>
<td>Ignores stranger</td>
<td>High anxiety towards stranger</td>
<td>Some fear of stranger</td>
</tr>
<tr>
<td>Mild distress on separation</td>
<td>No distress</td>
<td>High distress on separation</td>
<td>Distressed and/or mixed behaviour</td>
</tr>
<tr>
<td>Eager for closeness</td>
<td>Avoids closeness</td>
<td>Seeks closeness but rejects with anger</td>
<td>Seeks closeness but rejects with fear</td>
</tr>
</tbody>
</table>

U.S - 70% Type B, 20% Type A

**Evaluation:**
Lacks eco validity and mundane realism because artificial environment
Demand characteristics as mothers know being observed
Non ethical as caused distress however, happens anyway?
HOWEVER, the SS provides measurement of attachment types and is influential.