**2 assumptions of the cognitive approach**

On assumption would be Cognitive psychology is a pure science, based mainly on laboratory experiments. Another would be Behaviour can be largely explained in terms of how the mind operates, i.e. the information processing approach. The mind works in a way similar to a computer: inputting, storing and retrieving data. Also Meditational processes occur between stimulus and responses are an assumption of the cognitive approach.

**2 assumptions of the psychodynamic approach**

One assumption of the psychodynamic approach would be we have a three part personality. The first stage is the ID this is the wishes to seek pleasure no matter what of the consequences. The 2nd stage is called the EGO which attempts to balance the demands of the ID within socially expectable manner. Finally the last stage is called the SUPEREGO which seeks to create perfect socially acceptable behaviour. The 2nd assumption of the psychodynamic approach is that behaviour is enforced upon an early age through early childhood experiences for example if a child experiences something negative and traumatic they repress the associated feelings and can lead to fixation due to frustration or overindulgence this can have a lasting effect on the persons personality.

**Describe Freud theory of personality**

Sigmund Feud’s theory of personality development is based on the effects of unconscious conflicts within an individual and that we are influenced by things that we are not aware of along with childhood experiences. Freud believed that problems that occurred in adulthood for someone were because of incidence that happened to that person as a young child. the mind is structured into two main parts: the conscious and unconscious mind. The conscious mind includes all the things we are aware of and can easily bring into awareness. The unconscious mind, on the other hand, includes all the things outside of awareness – all of the wishes, desires, hopes, urges and memories that lie outside of awareness yet continue to influence behaviour. Freud compared the mind to an iceberg. The tip of the iceberg that is actually visible above the water represents just a tiny portion of the mind, while the huge expanse of ice hidden underneath the water represents the much larger unconscious. In addition to these two main components of the mind, Freud’s theory also divides human personality up into three major components: the id, ego and superego. The id is the most primitive part of personality that is the source of all our most basic urges. This part of personality is entirely unconscious and serves as the source of all libidinal energy. The ego is the component of personality that is charged with dealing with reality and helps ensure that the demands of the id are satisfied in ways that are realistic, safe and socially acceptable. The superego is the part of personality that holds all of the morals and standards that we acquire from our parents, family and society at large.

**Strengths and weakness of the cognitive approach**

One strength would be that Cognitive psychology is very scientific, based mainly on laboratory experiments. This means that its conclusions are more likely to be reliable, because large amounts of data will be collected and compared. Experiments are also likely to be high in internal validity, as they will attempt to control all extraneous variables so that only the IV can affect the DV. Strengths would be that it has had many useful applications to the real world, for example in