

Background

Some of you may be familiar with the TV series Supernanny. Jo Frost goes into the homes of families where there are major problems with the behaviour of the children. Many of the techniques that she uses are based on the behavioural approach.

Look at a selection of clips from the programme on the website to see how the model can be applied.

<http://www.supernanny.co.uk/TV-Show.aspx>



1. Look for examples within these clips that are examples of, or illustrate the following terms associated with the Behavioural Approach.
 - a) Positive Reinforcement
 - b) Negative Reinforcement
 - c) Punishment
 - d) Reward
 - e) Reinforcement
2.
 - a) Choose one behaviour (e.g. hair pulling) that Supernanny is trying to change and suggest how it might have developed through **Classical Conditioning**.
 - b) Choose one behaviour that may be explained by **Operant Conditioning**.
3. The text book evaluation outlines the ethical problems of animal studies associated with this approach. What are the ethical concerns raised by using this approach to change children's behaviour?