

Included in this document are four suggested contexts for the approaches internal, including case studies and suggested approaches, theories and supporting research

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Case Study 1: Aggressive Behaviour

John is a 35-year-old man who has a history of aggressive behaviour. He has been in trouble with the law several times for physical assaults and verbal abuse. His family and friends describe him as having a short temper and being easily provoked. John has also been known to engage in risky behaviours such as driving under the influence and gambling. John grew up in an abusive household. His father was an alcoholic who physically and emotionally abused him and his siblings from a young age. When John was 10 he was bullied at school for being smaller than the other boys, he started kickboxing and has had 2 concussions since beginning the sport. John has never sought professional help for his mental health, but his family suspects that he may be struggling with depression and anxiety. Additionally, John has a history of gambling and has been known to accumulate significant debts

Suggested Approaches and Studies

Approach	Theory	Study
Biological Approach	Genetics Brain anatomy	Raine (1997) Charles Whitman (1966) - amygdala Phineas Gage (1848) - frontal lobe
Behavioural Approach	Social Learning Theory	Bandura and Bobo doll (1961)
Psychodynamic Approach	Freud's ego defence mechanism theory and Dollard et al frustration-aggression	Barker et al (1941)
Evolutionary Approach	Social status for males	Daly & Wilson (1985)

Case Study 2: Addiction

Lisa, a woman in her 20s, developed a shopping addiction as a way to cope with negative emotions, particularly stress and anxiety. Whenever she experienced these feelings, she would turn to shopping, finding solace in the act of purchasing items. The rush of excitement and the positive experiences associated with buying things in stores provided her with temporary relief and a sense of pleasure. Lisa felt the item she bought would make up to date with trends and therefore make people like her, she was always praised for what she wore and how her house looked. Lisa's susceptibility to addiction can be attributed, at least in part, to her family background, as her mother, Toni, is a gambling addict who believed in a system that would guarantee her wins. She felt she was a very lucky person who would focus on her winning and not accurately recalling her losses.

Suggested Approaches and Studies

Approach	Theory	Study
Biological Approach	Genetics Dopamine reward pathway	Noble et al (1991) Blum et al (1991) Olds & Milner (1954)
Behavioural Approach	Operant and classical conditioning	Siegel (1982)
Cognitive Approach	Cognitive bias Rickwood et al. (2010)	Griffiths (1994)
Psychodynamic Approach	Ego defence mechanism	Gottdiener et al (2015)

Case Study 3: Motivation

Alex is an employee in a multinational organisation. Alex comes from a highly individualistic culture that values personal achievements and goals. Despite existing hierarchical structures, he thrives in a work environment that promotes open communication. With a cultural inclination towards masculinity, Alex finds motivation in competition, success rewards, and recognition. However, to foster collaboration within the diverse team, a balance must be struck. In a culture characterised by high uncertainty avoidance, Alex appreciates stability, structured processes, and well-defined goals. His long-term orientation emphasizes perseverance and sustainable outcomes. Alex's motivations can be further understood through arousal theory and reinforcement theory. Seeking arousal and excitement, he is driven by challenging projects and the exhilaration of success.

Approaches and Studies

Approach	Theory	Study
Biological Approach	The Arousal Theory of Motivation Murray in 1938. Zajonc (1965) and Atkinson (1957).	Murray (1938)
Behavioural Approach	Skinner's reinforcement theory	Skinner's Rat Box (1948)
Cognitive Approach	Goal setting theory Locke (1968, 1990) Expectancy theory Vroom in 1964	Locke (1969-1980)
Cross-cultural Approach	Hofstede's Cultural Dimensions Theory (1980)	Orr and Hauser (2008)
Humanism Approach	Maslow's Hierarchy of Needs (1943)	Tay and Diener (2011)

Case Study 4: Helping Behaviour

In primary school, there were three friends (Jayne, Fred and Phillip) who valued being helpful. One day Marcus, a timid child, found himself cornered by a bully. Jayne, always the first to stand up against injustice, rushed to Marcus's aid. Realising the severity of the situation, Jayne hurriedly sought the assistance of a teacher. As Jayne raced off, a curious crowd began to gather, including Fred and Phillip. Fred, having experienced the satisfaction of helping someone in need the previous week, felt a surge of determination. He knew the impact a simple act of kindness could have on someone's life. Similarly, Phillip's enthusiasm grew as he imagined recounting the heroic tale to his family, relishing the praise that would follow. So both boys jumped in to help Marcus. Meanwhile, Lily, who was in the crowd, watched the events unfold without lending a hand. Overwhelmed by guilt and regret, she retreated to her home, her heart heavy with sorrow for failing to help Marcus when he needed it most.

Approaches and studies

Approach	Theory	Study
Biological Approach	Reducing stress (cortisol) Reward pathway	Inagaki et al., (2016)
Social Psychology Approach	Bystander effect Diffusion of responsibility	Kitty Genovese (1964) Latané and Darley (1970) Piliavin (1969)
Behavioural Approach	Reinforcement	Grusec & Redler (1980)
Psychodynamic	Defensive altruism	Case study of Zhang Xun (or Chang Hsün, 709-757) Walker & McCabe (2021)