

Included in this document are four suggested contexts for the internal approaches, 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 two concussions since beginning the sport. John has never sought professional help for his mental health, but his family suspects he may struggle 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 to cope with negative emotions, particularly stress and anxiety. Whenever she experienced these feelings, she would turn to shopping, finding solace in purchasing items. The rush of excitement and the positive experiences associated with buying things in stores gave her temporary relief and a sense of pleasure. Lisa felt the item she purchased would keep her 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. 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, a balance must be struck to foster collaboration within the diverse team. Alex appreciates stability, structured processes, and well-defined goals in a culture characterised by high uncertainty avoidance. His long-term orientation emphasises perseverance and sustainable outcomes. Seeking arousal and excitement, Alex 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, three friends (Jayne, Fred, and Phillip) valued being helpful. One day, a timid child, Marcus, was 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, including Fred and Phillip, began to gather. Fred, having experienced the satisfaction of helping someone in need the previous week, felt a surge of determination. He knew how a simple act of kindness could impact 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)