

# Behavioural Psychology

## DEFINITION:

It is a systematic approach to understanding the behaviour of humans and other animals

## TYPES OF BEHAVIOUR:

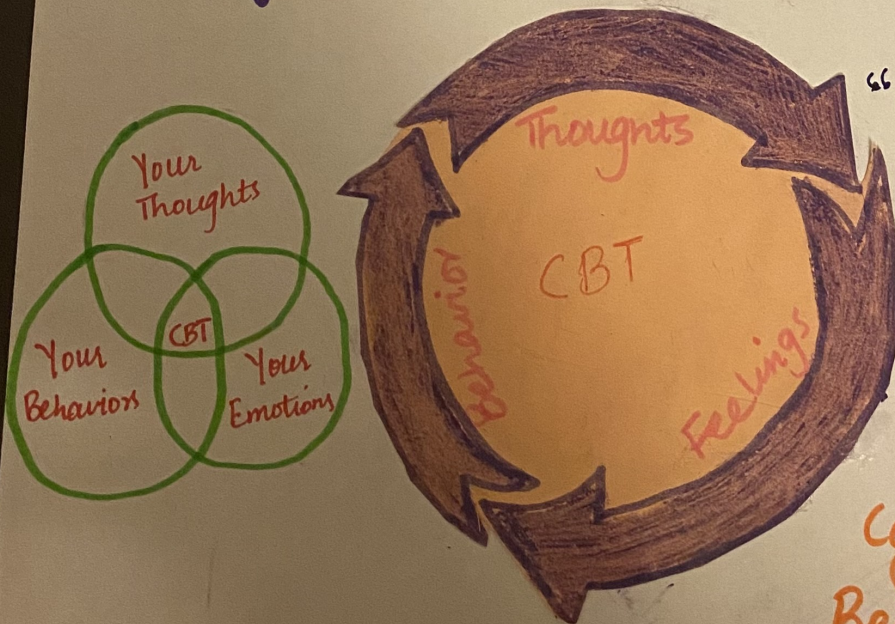
A study of human behaviour has revealed that 90% of population can be classified into four basic personality types:

- Optimistic
- Pessimistic
- Trusting
- Envious

However, envious is the most common type with 30% compared to 20% for each other groups.

## EXAMPLE:

For Example, New eye tracking experiments can develop an understanding of how we learn through positive and negative feedback.



“To unlock the power of behavioral psychology to help people make better decisions in work life, and play.”

Cognitive  
Behavioural  
Therapy

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