

Behaviour to explain: **Personality**

1. Our personalities are innate. We are born with them and they stay our personality for life. If we have an accident that affects our brain, then our personality may change.
2. Personalities are the product of our environment. Depending on where we live and who we are surrounded by our personalities can change.
3. We observe and imitate personalities until they become our own. If we like a person or we look up to them (role model) we tend to observe their behaviour and pick up on their habits and then reproduce that behaviour. If we see someone being rewarded for having a specific personality trait e.g kindness. Then we copy that personality because we want to be rewarded too.

Behaviour to explain: **Memory**

1. Memories are like a computer system. We experience something, and then we either forget about it, or we revise it many times over until it gets stored in our memory system permanently. If we want to recall a certain memory, we just retrieve it from a system called our long term memory
2. The ability to recall and memorise information is due to our brains capability. The reason why certain people are better at recalling events and things they have learnt is due to them having more activity in their temporal lobes.
3. Our memories are influenced by our environmental experiences. When we are happy we think of happy memories, if we are sad we think of sad memories. Sometimes, when we experience lots of similar environmental situations, our memories may get muddled. For example, you may mix up details of your 5th and 6th birthday.