

Behavior Control

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Behaviorism



John Watson
(1878-1958)

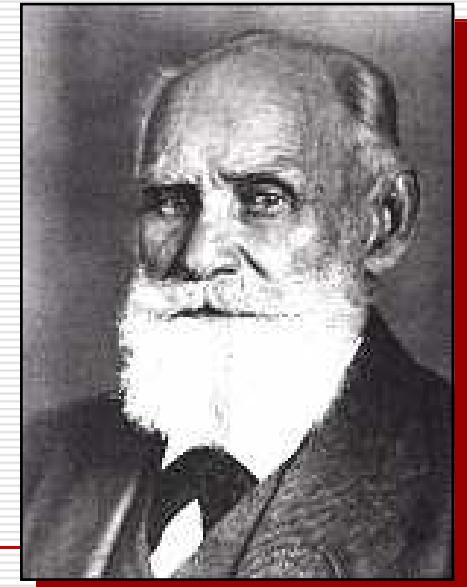
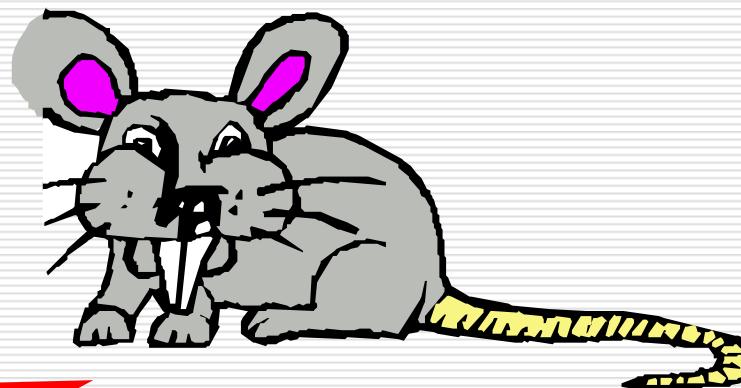
Stimulus
Response
Psychology

Scientific Psychology should focus on
observable behavior.



→ psychology the Science of Behavior

Mental Processes cannot
be studied directly



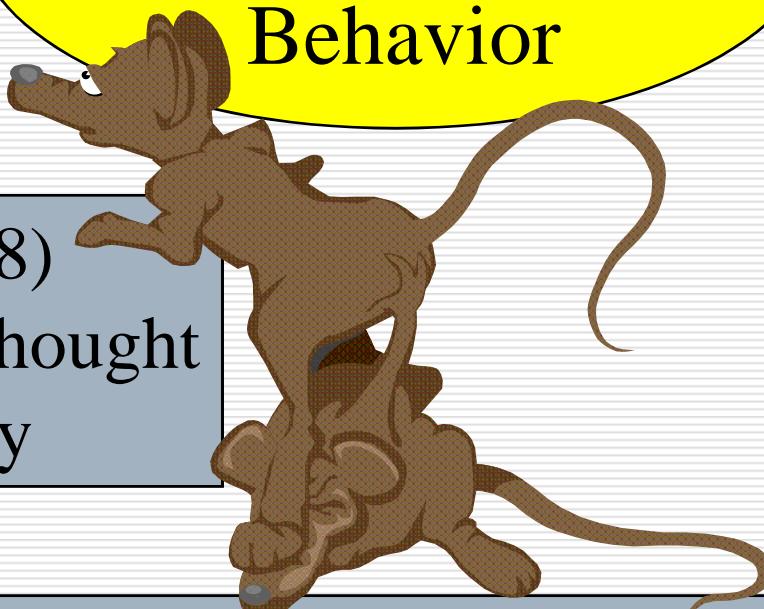
Ivan Pavlov

Psychology (1920s-1960s)

Behaviorism

Psychology
Science of *Observable*
Behavior

John B. Watson (1878-1958)
Behavior without Reference to Thought
The RAT & S-R Psychology



B. F. Skinner (1904-1990)
Behaviorism with a Twist
The PIGEON & The Skinner Box