

PSYCHOLOGY LOSES ITS MIND



Johns Watson, Ph.D.
1878 - 1958

Behaviorism

Materialism

Determinism

Psychology: The Science of Behavior
Objective psychology deals with observable behavioral
acts

Introspection

Little Albert and the fuzzy rabbit

B. F. Skinner

“...a self is simply a device for representing
a functionally unified system of responses.”
(1953)

“Man is now in much better control of the world than were his ancestors, and this suggests a progress in discovery and invention in which there appears to be a strong element of originality. But we could express this fact just as well by saying that the environment is now in better control of man. Reinforcing contingencies shape the behavior of the individual, and novel contingencies generate novel forms of behavior. Here, if anywhere, originality is to be found. As time passes men react to more and more subtle features of the world about them and in more and more effective ways. The accumulation of behavior is made possible by the growth of a social environment which forces modern man to respond to differences which only very slowly gained control of the behavior of his ancestors.” (1953, p 255)