

Behavior Control

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Behaviorism



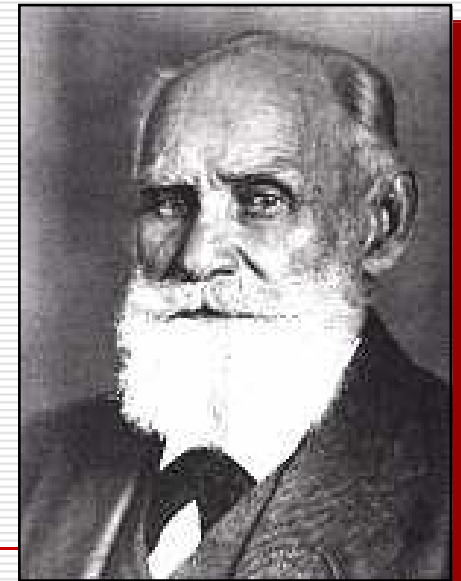
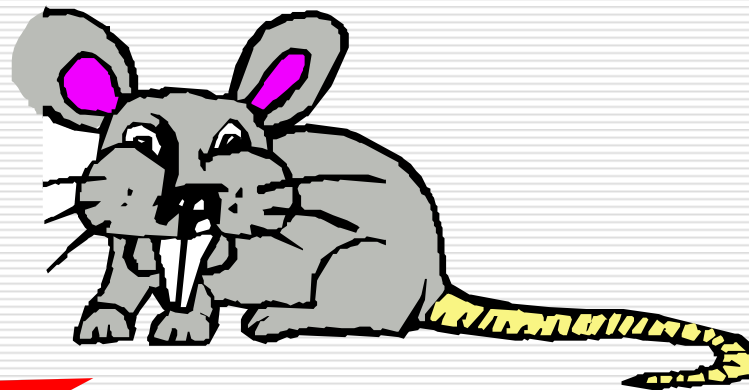
John Watson
(1878-1958)

Scientific Psychology should focus on
observable behavior.

 *Psych* the Science of Behavior

**Mental Processes cannot
be studied directly**

*Stimulus
Response
Psychology*



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 PIDGEON & The Skinner Box

