Behavior Control

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Behaviorism

Scientific Psychology should focus on observable behavior.

Mental Processes cannot be studied directly

John Watson (1878-1958)

Ivan Pavlov

Stimulus Response Psychology

Psych the Science of Behavior
Psychology (1920s-1960s)

Behaviorism

**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