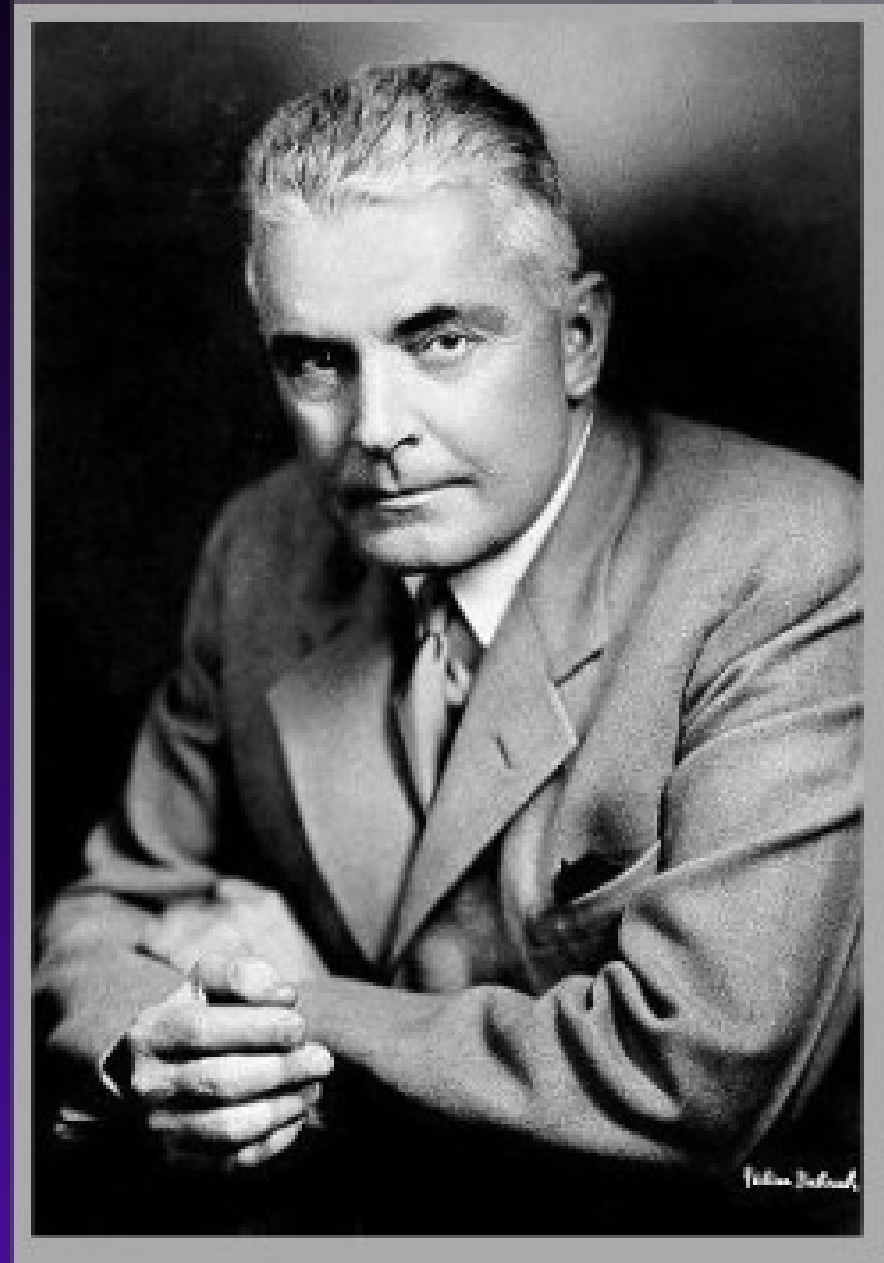


John Broadus Watson (1878-1958) and the Behaviorist Manifesto

- ***Psychology from the Standpoint of a Behaviorist***: Psych Review, 1913
- **Major points of the “Behaviorist Manifesto”**:
 - Psych should be the science of behavior, should be objective and experimental: a natural science just like physics or chemistry.
 - Ignore the unconscious; no mentalism or introspection allowed.
 - Psychologists should study S-R connections in humans and animals; there is no dividing line



John Broadus Watson (1878-1958)

Goals of the Behaviorist Manifesto

- Given a response, predict the stimulus
- Given a stimulus, predict the response
- Control behavior

Subject Matter: Behavior = Anything observable/measurable

- Explicit habit responses
- Implicit habit responses
- Explicit hereditary responses
- Implicit hereditary responses
- No interest in internal mental functions



John B. Watson

- **Methods of psychology:**

- Observation, w/ or w/o instruments
- conditioned reflex methods
- verbal report
- mental testing

- **Theory of Learning:**

- Totally based on conditioned reflex; reinforcement not considered necessary.
- Primary credit to Pavlov, but later included Bechterev's motor reflex method.
- Paid homage to Thorndike, but considered his law of effect too mentalistic
- Learning is mechanical, stimuli and response
 - Primary variables are the time-honored primary principles of

