

John B. Watson (1878-1958)



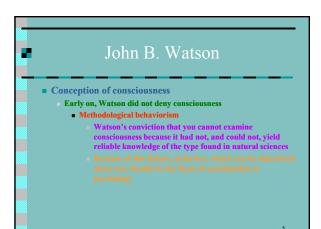
"Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select ... regardless of his talents, penchants, tendencies, abilities, vocations and race of his ancestors."

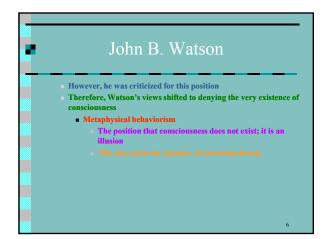


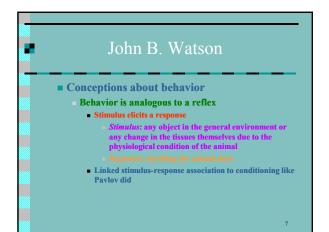
Ontology of Psychology

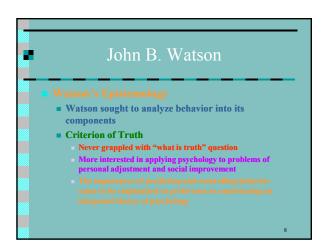
- Subject matter of psychology
 - Is behavior

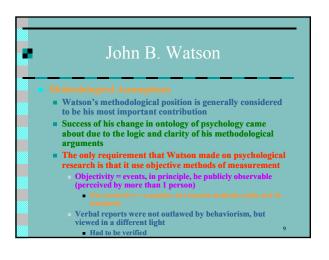
- the actions of organisms that can be publicly observed
- completely independent of its relationship with consciousness
- Human psychology is neither unique or necessarily of primary concern
 Opened door for comparative psychology











John B. Watson

Watson's Theory

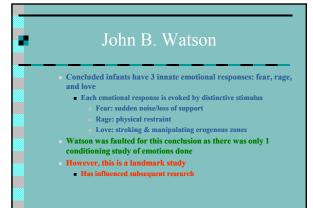
- In place of a highly integrated theory, Watson offered some specific hypotheses and supportive evidence
- Conditioned Emotional Responses
 Critical of James' notions that experience of bodily changes is
 emotion
 - Argued that conscious experience was not an essential component of emotion
 - Believed that emotions could be associated with a neutral stimulus, just as Pavlov had demonstrated that salivation coul be associated with a neutral stimulus

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Little Albert experiments (w/Rosalie Rayner)

John B. Watson & Little Albert



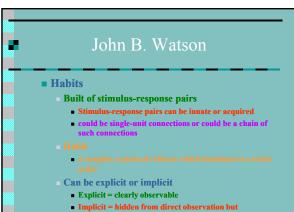


John B. Watson Instincts Originally, Watson proposed 11 instincts that are associated with behaviors

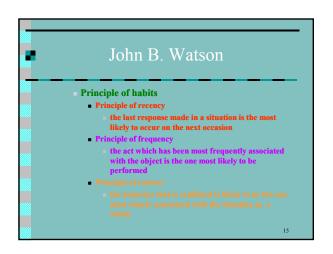
Began as an interactionist

- However, by 1925, Watson changed his mind; argued that instincts are socially conditioned responses Extreme environmentalist the environment is the cause of
- Went further: refused to admit to his system any inherited capacities, temperaments, or talents of any kind

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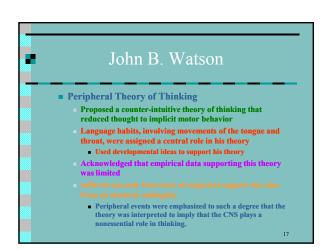
nonetheless made observable by technical procedures 14

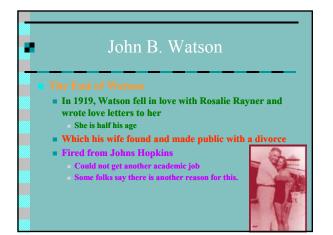


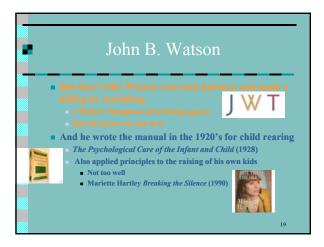
John B. Watson Never critically evaluated his principles Gave contradictory principles Experimental extinction

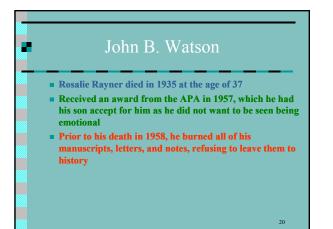
- Occurs, following conditioning, when the conditioned stimulus is presented without the unconditioned stimulus, the conditioned respons decreases in intensity until it finally disappears Should not happen according to the principle of recency

- Watson's theory of habit formation and strengthening has only historical interest today













one part of the cortex is essentially equal to another in terms of its contribution to learning

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Other Behaviorist of the Time

- Research was on memory
 - tried to find where the memory engram-a neurological trace of the learning experience-was located
- Expected his research to lead him to specific sensory and motor enters in the cerebral cortex as well as corresponding connective wetween sensory and motor systems findings suggested that the brain plays a more active role in le-han what Watson would have accepted

Criticism of Behaviorism

William McDougall

- English psychologist
- Instinct theory of behavior
- Social psychologist
- Supported free will, Nordic superiority, psychic research
- Criticized behaviorism
- Hated by millions

Watson McDougall Debate February 5, 1924 at the Psychology Club in Washington D.C. 1,000 attended Arguments published jointly in *The Battle of Behaviorism* McDougall won the debate His position:

Both behavior and consciousness are important to psychology 25

Watson McDougall Debate

Watson won the loyalty of Americans McDougall predicted quick demise for behaviorism

Boy, was he wrong...

Watson's Contributions

Biggest:

Methodology of psychology becomes more objective

Also:

Moves field beyond consciousness

References

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- Watson, J. B. (1924). Behaviorism. New York: W. W. Norton.