

# Behaviourism in One Page

Behaviourism is a psychological approach that emerged in the early 20th century, focusing exclusively on observable behaviour rather than internal mental states. Here's an overview of its key aspects:

## Core Principles

- Focuses on objective, **observable** behaviours rather than unobservable mental processes
- Views behaviour as shaped by **environmental** stimuli rather than internal thoughts or feelings
- Emphasizes that behaviour is **learned** through interactions with the environment

## Key Figures

- **John B. Watson** (1878-1958): Considered the founder of behaviourism, published "Psychology as the Behaviourist Views It" in 1913
- **B.F. Skinner** (1904-1990): Developed radical behaviourism and the concept of operant conditioning
- **Ivan Pavlov** (1849-1936): Though not a behaviourist himself, his work on classical conditioning heavily influenced behaviourist theory

## Major Concepts

- **Classical conditioning**: Learning through association (Pavlov's dogs)
- **Operant conditioning**: Learning through consequences (Skinner's reinforcement)
- **Reinforcement**: Strengthening behaviour through rewards
- **Punishment**: Weakening behaviour through negative consequences

## Legacy and Influence

- Revolutionized psychology by emphasizing scientific, measurable approaches
- Provided foundations for behaviour modification therapy and applied behaviour analysis
- Influenced educational practices through behaviour management techniques
- Eventually gave way to the cognitive revolution in the 1950s-60s, which reintroduced interest in mental processes

Behaviourism's lasting contribution is its emphasis on empirical methods and the importance of environmental factors in learning, though most modern psychologists now integrate behaviourist insights with cognitive and other approaches.

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