Review of Applied Psychology	
Applied psychology began in the early 1900'sand it has continued to grow for over a century	
Psychology Applications also spread to other areas: •Schools – counseling & guidance •Business – Organizational Behavior	
Clinical Social Work Marriage & Family Therapy	
Engineering, Architecture, and Design Many more areas	
Many schools of thought have an applied orientation	
orientation	
	1
Psyc 405: History & Systems	
Chap 9: Behaviorism: Antecedent Influences	
OR	-
Ants, Rats, and Cats (Horses & Dogs too)	
OR	
Are you a "Dog" or "Cat" Person?	
Some key ideas serve as a foundation for	
Behaviorism	
Positivism	
Mechanism	
 Pragmatism 	
Parsimony	

Margaret Floy Washburn	
The Animal Mind (1908)	
"The animal mind as deduced from experimental evidence"	
This book marked a sort of a turning point in Animal research	
http://books.google.com/books/about/The_animal_mind.html?id=l+wSAAAAYAAI http://books.google.com/books/about/The_animal_m	
SOMMER BEKENTMENDE VERMEN ALD I' die ABSTERS Mei et signe meetries. Tagli de 1-2016 di in 1855669556 di et autroccoccossa di et autroccoccossa di et autroccoccossa.	
	\neg
I. What sort of mind or thought exists in animals?	
None (time of Descartes)	
 Human-like (Romanes: introspection by analogy) 	
• Tropism in ants – Loeb: involuntary forced	
movements. Maybe associative memories within higher-level animals	
• Something else??	
Story of (Clever?) Hans and Oskar Pfungst	
No.	
THE PARTY OF THE P	
C Control	

II. E. L. Thorndike

Interested in the work of William James, could not study learning in children at Harvard

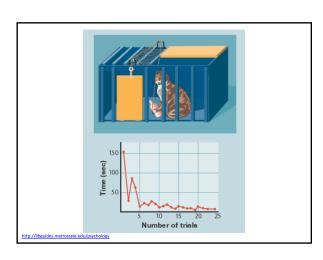
Earned PhD at Columbia (1898), advised by Cattell – Studied learning: Chicks in Mazes

Best known for his work examining cats trying to learn how to escape from the "puzzle box"

http://books.google.com/books?id=ifiGAAAV/AJ&printsec=frontcover&dg=thorndike+animal+intelligence&hl=en&ei=ywoBTn KOfx0gGu9dzRDg&sa=X&oi=book_result&ct=result&resnum=2&sqi=2&ved=OCDMQ6AEwAQ@v=onepage&q&f=false (1898)

http://books.google.com/books?id=LC7GeCzwDIQC&printsec=frontcover&dq=thorndike+animal+intelligence&hl=en&ei=vwoBTn ZKOfx0gCu9dzRDg&sa=X&oi=book result&ct=result&resnum=1&sqi=2&ved=0CC4Q6AEwAAltv=onepage&q&f=false (1011)





Cats learned by trying different actions until they achieved success....

Learning by **trial-and-accidental-success**OR

Now referred to as "Trial-and-Error Learning"

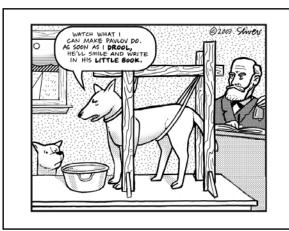
Behavior is impacted by positive and negative consequence (stamp in or stamp out actions)

Applied his work in schools, military, and......

Thorndike is known for:

- *Connectionism (connection between situation and response)
- *Law of Effect: An action followed by satisfaction is strengthened (dissatisfaction → weakened)
- *Law of Exercise: More often an action is performed, the stronger the connection

These ideas are similar to....???



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III. Ivan Pavlov

Russian physiologist studying gastric functioning using dogs as subjects. His work led to a new understanding of how digestion works, earning a Nobel Prize (Physiology/Medicine)

His methods of studying digestion involved measuring salivary secretions, which brings us to psychology.....

The "Tower of Silence"



The Conditioned Reflex: The response to one stimulus can be conditioned to or associated with another stimulus



1. Before conditioning











Pavlov initially called this a "Psychic Reflex"	
which implies a mental component.	
However, such conditioning processes would be	
the foundation for an <u>positivist</u> school of Behaviorism that would <u>reject mentalism</u>	
IV. Vladimir Bekhterev	
Another Russian Physiologist, he published "Objective Psychology" in 1907.	
Research on human motor reflexes – He examined both conditioned reflexes and associated reflexes (2 nd order conditioning)	
The founders of Behaviorism would cite Pavlov,	
but Bekhterev's work provided better support	
	_
Ideas Set the Stage for Watson's Behaviorism	
Parsimony and positivism applied to the	
"animal mind" (and human mind too) • Behaviors associated with UCS-UCR	
(Also, Behaviors followed by/connected to	
rewards)	
Sets the stage for Behaviorism (Chapters 10/11)	