Introduction

Question: What are meant by the following statements?

“… partial reinforcement … is more powerful in shaping behavior than a reinforcement that is continuous.”

“Behaviorist approaches strike at the very heart of most other personality approaches …”

The Classical Conditioning of Personality

Question: What is meant by the following statement?

“(the) infant (is) a blank slate …”
Conditioning a Response to a Stimulus

Question: What was Ivan Pavlov’s concept of **classical conditioning**?

Illustration: Classical conditioning.

Question: What was Ivan Pavlov’s concept of **generalization**?

Question: What was Ivan Pavlov’s concept of **discrimination**?

Illustration: Discrimination.
Behavioral Patterns as a Result of Conditioning

“Many behavioral patterns are explainable by classical conditioning.”

Illustrations: Behavioral patterns as a result of conditioning. (203-204)

“Pavlov’s constructs … often provide a basis for explaining emotional aspects of personality.”

Illustration: Conditioning explanation of emotional behavior. (204)

Extinction Processes

Question: What was Ivan Pavlov’s concept of extinction?

Illustration: Extinction.
Conditioning of Neurotic Behavior

Question: How does behaviorism explain a complex personality dimension like neuroticism?

Example: Conditioning and neurotic behavior.

Complexities in Application of Conditioning Principles

“Modern research suggests that classical conditioning is not as simple as Pavlov had hoped.”

Examples: Complexities in application of conditioning principles.

The Origins of Behaviorist Approaches: Watson’s Behaviorism

The Rejection of Introspection

Question: What does it mean to ‘reject introspection?’
Question: What was John B. Watson’s contribution to behaviorism?

Applying Conditioning Principles to Little Albert: Conditioned Fear and Systematic Desensitization

“Watson demonstrated the manner in which emotional responses are conditioned when he applied Pavlov’s theory, developed through the study of animals, to the conditioning of little Albert, an eleven-month-old boy.”

“(Mary Cover) Jones used Watson’s … approach to countercondition the fear of rat, rabbit fur, feather, and the like, in a little boy called Peter.”

“This was one of the first documented cases of the use of what has come to be called systematic desensitization.”
Applying Conditioning Principles to Little Albert: Conditioned Fear and Systematic Desensitization
(Continued)

"(The) deconditioning of phobias by treatment using systematic desensitization techniques is now a common and successful form of therapy."

[Examples]: Behavioral treatment of phobias.

(207)

“Another early application of conditioning principles was to the treatment of bedwetting.”

Illustration: Applying conditioning principles to the problem of bedwetting.

(207-208)

“In modern research, the effects of classical conditioning on personality provide an interesting way to think about the initiation of many habits and addictions, but patterns of behavior are maintained when they are rewarded.”

Illustration: Classical conditioning of habits and addictions.

(208)
Applying Conditioning Principles to Little Albert: Conditioned Fear and Systematic Desensitization
(Continued)

Question: What is meant by the following statement?

“Watson took seriously the idea that a child was a blank slate.”

The Radical Behaviorism of B. F. Skinner

Question: What are meant by the following statements?

“Skinner would … say that he could trace his adult behaviors to his childhood reinforcements, not to ‘personality development’ … ”

“(Skinner) … concluded that … consequences of behavior are responsible for most behavior.”

Operant Conditioning

“(Skinner) became sort of an animal trainer using his newly developed principles called operant conditioning.”

Illustrations: Operant conditioning.
Operant Conditioning (Continued)

Complete the following:

“Skinners theory of operant conditioning emphasized the study of … (210)

“ … the theory places its emphasis on the function or behavior (what it does) rather than the structure of …

“It is also a deterministic theory, in which there is no …

Operant Conditioning as an Alternative Description of Personality

Question: What are meant by the following statements?

“According to Skinner, the term ‘personality’ is meaningless.”

“ … Skinner analyzed the behavior of a superstitious individual …”
Operant Conditioning as an Alternative Description of Personality
(Continued)

“Skinner found that any one animal’s learning and behavior did not look like the average animal’s behavior …”

“Skinner couldn’t ‘tell a pigeon from a poet.’ ”

Controlling the Reinforcement

Question: What is the Skinner box?

Illustrations: Controlling reinforcement.

Skinner’s Behaviorist Utopia: Walden Two

“… Skinner … has a broad vision for the design of society. In his novel Walden Two, Skinner describes a utopian community that is behaviorally engineered, based on principles of operant conditioning.”
Skinner’s Behaviorist Utopia: *Walden Two* (Continued)

**Illustration:** *Walden Two.*

**Question:** What were the criticisms of Skinner’s utopia of *Walden Two*?

**Question:** What were Skinner’s ideas as expressed in his book *Beyond Freedom and Dignity*?

**Question:** What were the differences between Skinner’s ideas and those of Sigmund Freud’s, insofar as social organization is concerned?

**Question:** How did Skinner apply some of his principles to his own life?
Skinner’s Behaviorist Utopia: *Walden Two*  
(Continued)

**Question:** What did Skinner say about maladaptive behaviors?  
(213-214)

**Question:** In what way did Skinner agree with Karl Marx and Erich Fromm?  
(214)

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** Applying Behaviorism: Personality Change and Individual Differences **

“An example of current research in line with (the) Skinnerian approach is a Japanese study that examined thirty-six men who exhibited the unhealthy, stress-prone Type A personality.”

**Example:** The role of operant conditioning in personality change.
Applying Behaviorism: Personality Change and Individual Differences (Continued)

**Question:** What did Skinner say about genetic differences among organisms? (215-216)

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**Internal Processes and Behavioristic Theory**

**Question:** What did Skinner say about emotions, thoughts, and internal processes insofar as explanations and understandings of behavior? (216-217)

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**External Causation versus Free Will or Free Choice**

**Question:** What is meant by the following statement?

“Like Freud, Skinner was a radical determinist …” (218)
Other Learning Approaches to Personality

The Role of Internal Drives: Clark Hull

Question: What did Clark Hull say about the nature of habits? (218)

Examples: The role of habits in animals and humans.

Question: What is important for understanding Hullian learning approaches personality? (218-219)

Social Learning Theory: Dollard and Miller

Complete the following:

“… when (John) Dollard and (Neal) Miller met and started collaborating, they together represented almost all the important traditions relevant to the study of personality—the …” (219)
Social Learning Theory: Dollard and Miller (Continued)

"… what emerged from this blend of fundamental ideas—an approach to personality called social learning theory."

**Question:** What is a **habit hierarchy** in social learning theory? (220)

**Question:** What is the concept of secondary drives in social learning theory?

**Example:** Secondary drives.

“How far can this (social learning) theory be extended? Does it work?”

**Example:** Secondary drives and the concept of attachment. (220 & 222)
“Dollard and Miller agreed that Freud had identified crucial periods in the child’s personality development, but they changed the explanations to one’s involving learning, through rewards and punishments.”

Examples: Learning through rewards and punishments.

Drive Conflict

“Extending (Clark) Hull’s concepts of drives, learning, and secondary drives, Dollard and Miller attempted to explain the development of internal conflicts that result in behaviors (symptoms) of neurosis and disorders such as obsessive-compulsive behavior.”

Example: Drive conflict.

Question: What is an approach-avoidance conflict insofar as social learning theory is concerned?

Question: What is an approach-approach conflict insofar as social learning theory is concerned?
Drive Conflict
(Continued)

Question: What is an avoidance-avoidance conflict insofar as social learning theory is concerned?

“Another important example of the work of (Dollard and Miller) is their idea that aggression is always the result of blocking, or frustrating, an individual’s efforts to attain a goal.”

Example: Social learning theory and the frustration-aggression hypothesis. (222-223)

Complete the following:

“Aggression can be learned; it can also be … (223)

“… aggression clearly varies from situation to situation, from …

“… the social learning approach endeavors to integrate key ideas from other theories, but …

Patterns of Child-Rearing and Personality: Robert Sears

“Another member of the (social learning) group, Robert R. Sears, performed a series of studies designed to examine the efficacy of Dollard of Miller’s theoretical explanations for personality. Specifically, Sears wanted to examine psychoanalytic constructs in terms of the real, observable behavior of parents and children.”
Question: Why did Robert Sears describe personality as “potentialities for action?”

Example: Patterns of child rearing and personality.

Question: Why does it matter that Dollard and Miller were heavily influenced by other behaviorists, who in turn had been influenced by the 1920s work of (John B.) Watson?

Key Behaviorist Terms and Concepts

[Table 6.2 Some Terms and Concepts from a Behaviorist and Learning Approach] Pages 226-227
**Evaluation**

Complete the following:

“The emphasis of the behaviorist and learning approaches is on using completely …”

“In terms of concepts, this approach has led to an unwillingness to make …”

“Turning first away from introspection, some in this field (like Skinner) eventually refused to concede any kind of …”

“Further, behaviorism admits no internal motivation to …”

“Behaviorist and learning approaches to personality have forced the field of personality to be much more …”

“Notions of conditioning, reward, and extinction now pervade …”

“Moreover, this approach provides an empirically well-supported explanation of why behavior is not as …”

“… because radical behaviorists are unwilling to recognize any sorts of internal structures of the mind, they tend to be less able to profit from …”
Evaluation
(Continued)

“Perhaps more important, behaviorists refuse to concern themselves with ‘unscientific’ notions like …

“Such things are seen as *epiphenomena*—that is, secondary phenomena that are derived from …

“For example, Skinner repeatedly asserts that though people may sometimes feel ‘free,’ they are in actuality always …

“Education and religion are said to be two means through which …

**Question:** Why do many psychologists view this perspective as demeaning and insulting of what it means to be a person?

**Summary and Conclusion**

“Most approaches to personality start with complex patterns of human behavior and try to break them down into simpler, understandable components …”

Complete the following:

“… instead of breaking down, behaviorist and learning approaches start with simple stimuli and responses of lower animals and try to …”
**Summary and Conclusion**
(Continued)

Complete the following:

“Principles of learning, generalization, and extinction were … applied to children, as the learning approach explored how ‘personality’ is located in the …

“According to B. F. Skinner, personality is a repertoire of behavior learned from an organized set of …

“Because it is environmentally determined, behavior is therefore …

“Skinner’s approach emphasized the function of behavior, and it is a deterministic theory, in which there is no …

“He stressed that we must apply the principles of learning to each organism …

“In his novel *Walden Two*, Skinner describes a utopian community that is behaviorally engineered, based on principles of operant conditioning; a benevolent government …

“According to Skinner, the motivations that Freud called the drives of the id are better understood as …
Summary and Conclusion
(Continued)

Complete the following:

“… and the part of the psyche that Freud called superego (conscience) is better understood as the contingencies that society creates and imposes to control the …

“For Skinner, personality traits such as extroversion are just groups of behaviors that have been …

“Behaviorist approaches forced personality theorists to become more …

“Dollard and Miller developed a complex and wide-ranging approach to understanding the relation between learning and personality, based on …

“They said that in order to learn, one must "want …

“Thus they allowed for internal …

“According to Dollard and Miller, the connection between stimulus and response is called a …

“… therefore, what we call personality is primarily made up of …
Summary and Conclusion
(Continued)

Complete the following:

“Secondary drives are learned—acquired by association with …” (229)

“Abstract constructs such as happiness and status are considered to be based on …

“Dollard and Miller and their colleagues worked to combine the insights of …

“In other words, Dollard and Miller tried to understand the development of …” (229-230)

“Their theory crossed the biological and psychodynamic issues with …” (230)

“Dollard and Miller recognized that psychoanalytic theory provided helpful observations of human behavior, and so they decided to try to understand these observations in more …

“As did Skinner, they say personality as the result of the accumulation of conditioned behaviors, but unlike Skinner, they saw value in …
Summary and Conclusion
(Continued)

Complete the following:

“Importantly, they recognized that human behavior was embedded in a …

“The behaviorist and learning approaches to personality, with their emphasis on the environment, drew significant attention to the …

“In other words, we should not expect that a person will behave the same way in …

END