

*Psychology*  
*a history in three chapters*

The diagram illustrates a Skinner box, a behavioral chamber used for operant conditioning experiments. A rat is shown inside the box, which is made of brown cardboard. The box features a clear acrylic top panel. Inside, there is a wooden platform with a metal grid floor. A vertical pipe on the right side leads to a food dispenser, from which a food pellet is being offered. A small red light is positioned above the lever. A speaker is mounted on the top left. A label '(a) Skinner box' is placed near the top left corner of the box. A cable labeled 'To shock generator' runs from the bottom left of the box. Another label 'To food dispenser' points to the vertical pipe.

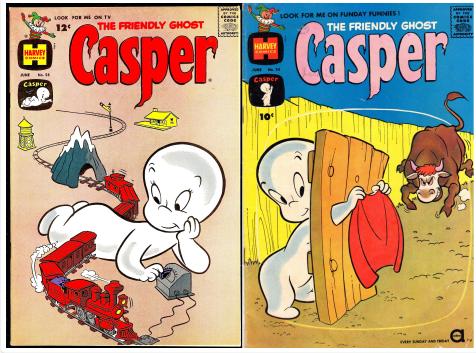
**SECUNDA FIGVRÆ, VIVIDÆM QVÆ CHARA-  
CTRUM INDICAT.**

**D**E A N T H R O P O S. *Figvra scilicet ferre primis et secundis sectiones, hoc modo, hanc  
fum: quae maxime efficitur, ut in alijs sectionibus, quod in alijs sectionibus, quod in alijs  
dium, aut ad alijs sectiones, committatur, sed in alijs sectionibus, ut in alijs sectionibus, ut in alijs  
quidam pars de dextro, sive sinistro, utriusque unius & alijs foliis, quod dextra membrana, pars  
tenui peneferuntur, & dura membrana latere, et in membrana superiore pars, que dexteram  
cereris partem ad dextram, sive in alijs sectionibus, terribiliter diffinguntur. In alijs sectionibus,  
membrana, sive foliis, utriusque pars, quod dextra membrana, pars, que dextra membrana, pars  
foliis*

A composite image featuring a woman's face in the center, surrounded by a complex network of glowing blue and purple circuit boards. The woman has blue eyes and dark hair. The overall theme is the intersection of human cognition and technology.

## *prehistory*

## *prehistory*



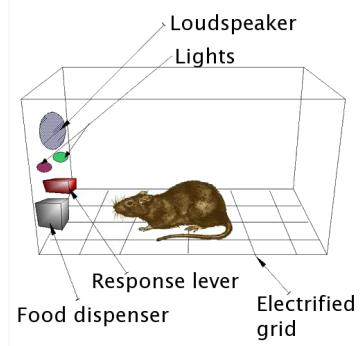
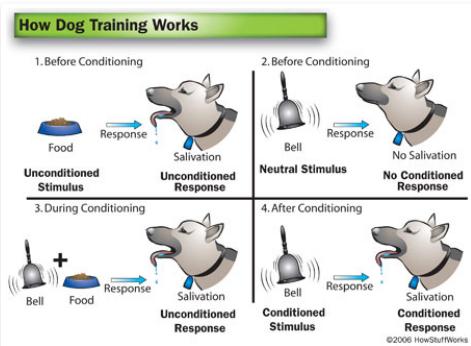
### 1. Behaviorism



J.B. Watson  
1878-1958

"Psychology as the behaviorist views it is a purely objective experimental branch of natural science. Its theoretical goal is the prediction and control of behavior."

- Behaviorism ignores the "inner world" of conscious experience and focuses on what organisms with minds **do** in controlled experiments.
- Watson's vision of a scientific psychology was of a science with all of the predictive power of physics.



### How predictable are people?



As predictable as a clock?



As random as dice?



As chaotic as a storm?

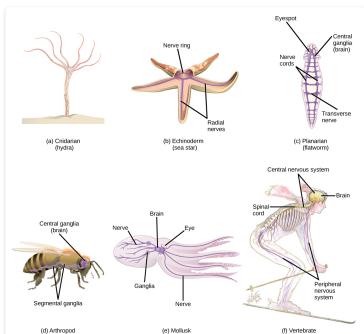
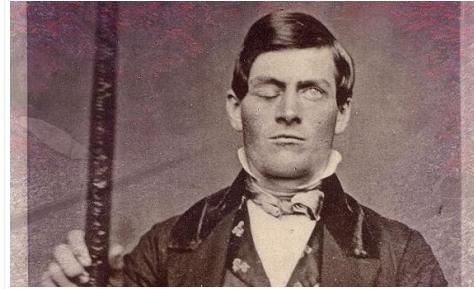
### 2. Neuroscience



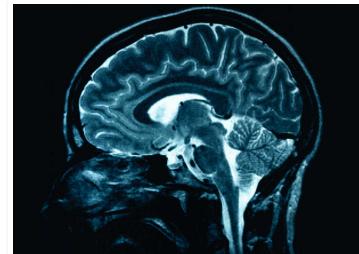
Hippocrates of  
Kos  
5th Century BCE

"From the brain, and from the brain only, arise our pleasures, joys, laughter and jests, as well as our sorrows, pains, griefs and tears. Through it, in particular, we think, see, hear, and distinguish the ugly from the beautiful, the bad from the good, the pleasant from the unpleasant"

- The role of the brain in mental life was suspected for thousands of years before a comprehensive theory was developed.
- What theoretical developments were crucial to the birth of neuroscience?



*Is this all there is to me?*



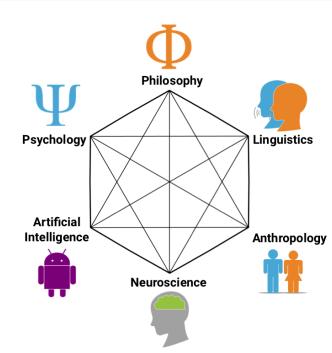
### 3. Cognitive Science

"A computer would deserve to be called intelligent if it could deceive a human into believing that it was human."

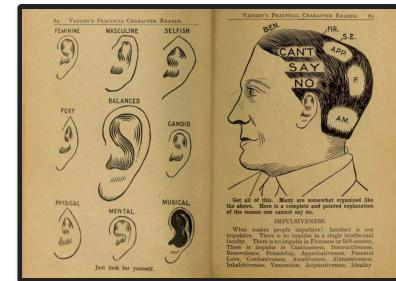
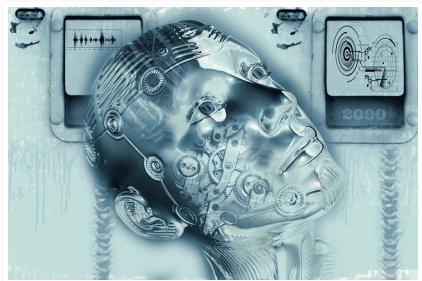


Alan Turing  
1912-1954

- Turing laid the foundations for computer science as well as the new sciences of the mind collectively called "cognitive science."
- Cognitive science looks at the ways in which minds process information enabling organisms who have them to adapt to changing circumstances in real time.



*Are we nothing but fancy biological machines?*



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