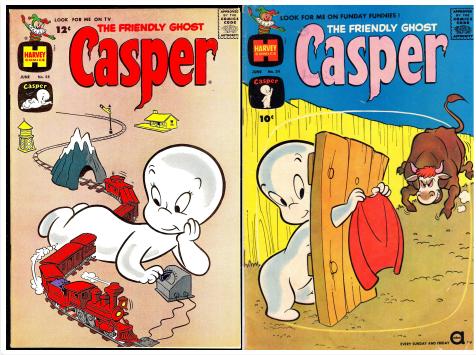


The image shows the front cover of a book. The title "Psychology" is at the top in a large serif font, followed by "a history in three chapters" in a smaller italicized serif font. Below the text is a black and white photograph of a man wearing a suit and a head-mounted display or VR goggles, looking forward. Another person's hands are visible, adjusting the equipment on his head. The background of the photo is dark.

A composite image featuring a woman's face in profile, looking towards the right. Overlaid on her face is a complex digital circuit board pattern. Several lines of code are overlaid on the image, representing different fields of study: Behaviorism (top left), Neuroscience (top right), Cognitive Science (bottom left), and Psychology (bottom right). The code is written in a modern, sans-serif font.

prehistory

prehistory



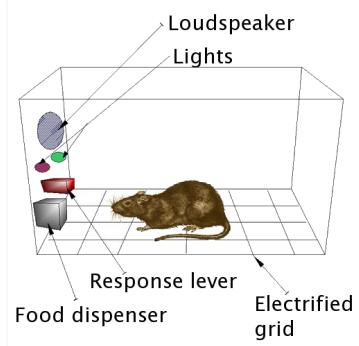
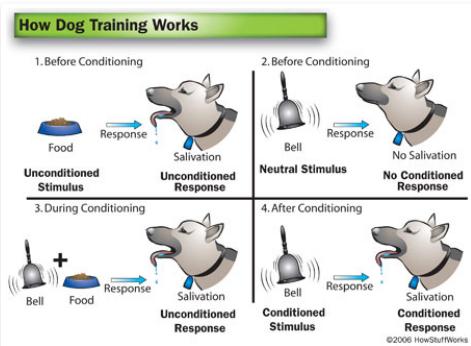
1. Behaviorism



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?

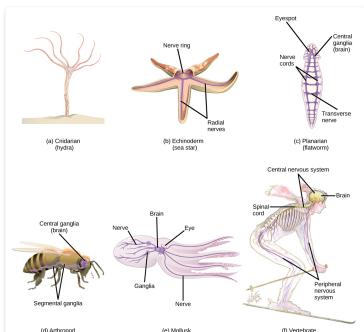
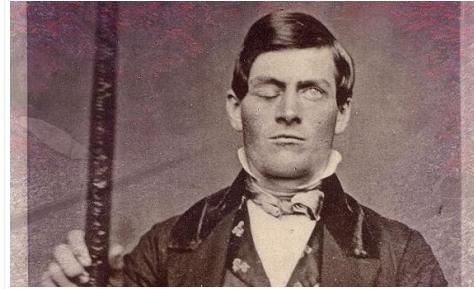
2. Neuroscience



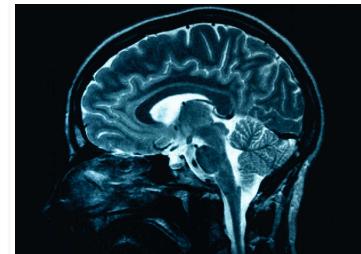
Hippocrates of
Kos
5th Century BCE

"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?



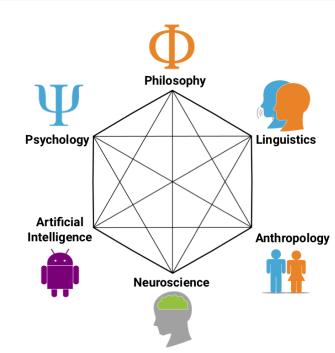
3. Cognitive Science

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

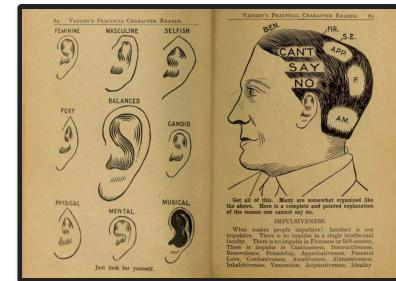
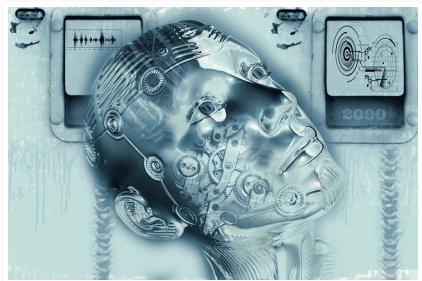


Alan Turing
1912-1954

- 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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