

*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 lever arm is positioned on the right side, connected by a tube to a food dispenser. A small circular speaker is mounted on the top left. A red light bulb is attached to the wall above the lever. A black cable extends from the bottom left corner of the box, labeled "To shock generator". Labels with leader lines identify the following components: "Speaker" points to the speaker; "Signal lights" points to the red light; "Lever" points to the lever arm; "Food pellet" points to the dispenser; "Electric grid" points to the metal floor grid; and "(a) Skinner box" identifies the overall apparatus.

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SECUNDÆ FIGVRÆ, DIVIDENDÆ QVÆ CHARA-  
CTERIS INDICANT.

PLATEÆ SENS. figuræ fiducia fere primæ, quæ non servare, hæc remittunt  
fumum, quæcumque efficitur. Cuiusq[ue] effigie, q[ui]am longe & rotunda, fundatam, aperte humeris  
dum in altis aliisque locis, q[ui]am in aliis, admodum tenuis, levior, per capitis pars, q[ui]am  
grindina, dura & durissima, sive rupes, intermitit ad alios fogulos, q[ui]am durior membranam, dena  
texit penetrans, & diversa membrana latere, ei membrana superponit, pars, q[ui]am  
cerdoti partu, p[ro]funda & dilata, q[ui]am in hæc p[ro]funda figura tenuis. D[icit] agnitus. In tenuis  
tunc immutato, figuræ sericeo, del[ic]ate, q[ui]am medula, p[ro]pria, ac mera, ad eorum p[re]cepta,  
folian

A composite image featuring a woman's face in the center, partially obscured by a complex digital circuit board pattern. Overlaid on the image is a large amount of computer code, specifically JavaScript, which appears to be part of a plugin or library. The code is organized into several functions and includes comments and variable declarations. It references elements like 'this', 'options', 'a', 'bs', 'c', 'data', 'fn', 'i', 'j', 'target', 'position', 'offset', and 'scrollTop'. The overall theme suggests a blend of biological and technological intelligence.

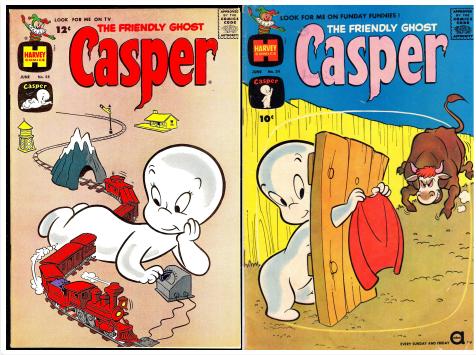
*prehistory*



"I am really distinct from my body and can exist without it."

- o Descartes gave a philosophical defense of the traditional conception that the mind, or soul, is essentially distinct from the body, otherwise known as dualism.
- o If science is the study of the physical universe, and the mind is separate from this universe, how can the mind be studied scientifically?

## *prehistory*



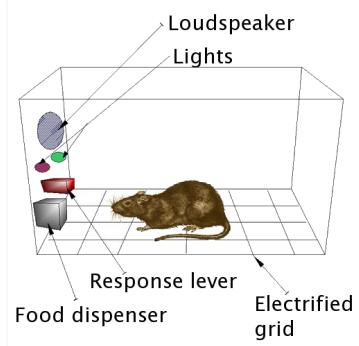
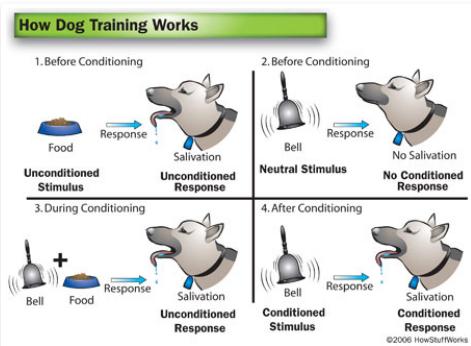
### 1. Behaviorism



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?

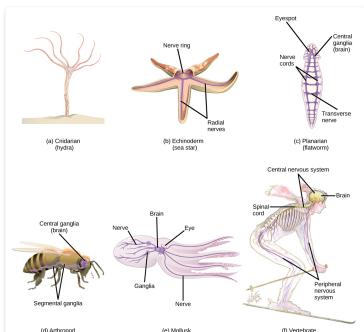
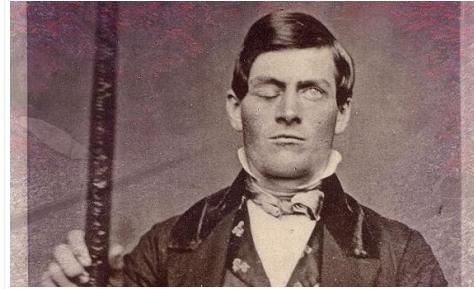
### 2. Neuroscience



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?*



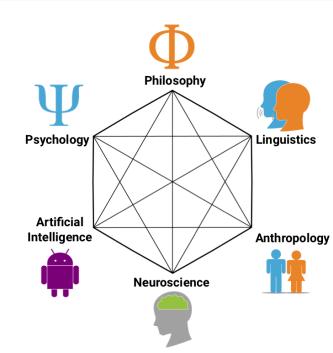
### 3. Cognitive Science

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

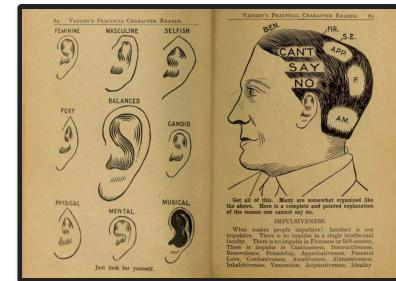
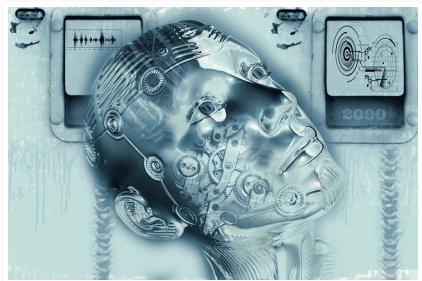


Alan Turing  
1912-1954

- 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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