Behaviorism Theory
And Its Relation to Instructional Design

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Overview

- History of Behaviorism
- Behaviorism Theorists
- Timeline of Development
- Definition of Behaviorism
- Application to Instructional Design
- Examples of Application
- How would you learn with this theory applied to instruction intended for you?
- Summary
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History of Behaviorism

- Formally founded by John B. Watson in 1913.
- 19th Century: Similar views as psychoanalytic and Gestalt movements in psychology.
- 20th Century: Result of cognitive revolution.
- 21st Century: "behavior analysis," is a thriving field.
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Ivan Pavlov
- Founder of classical conditioning; unconditioned stimulus causes unconditioned response

John B. Watson
- Coined the term “behaviorism”
- Studied how a certain stimuli led organisms to make responses
- Believed psychology was only an objective observation of behavior

B.F. Skinner
- Radical Behaviorism: proposed that all action is determined at not free
- Operant Response: behavior that control the rate at which specific consequences occur
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Timeline of Development

1863
Ivan Sechenov's *Reflexes of the Brain* was published introducing the concept of inhibitory responses in the central nervous system.

1900
Ivan Pavlov began studying the salivary response and other reflexes.

1913
John Watson's *Psychology as a Behaviorist Views It* was published outlining many of the main points of behaviorism.

1920
Watson and assistant Rosalie Rayner conducted the famous "Little Albert" experiment.
1943
Clark Hull's *Principles of Behavior* was published.

1948
B.F. Skinner published *Walden II* in which he described a utopian society founded upon behaviorist principles.

1959
Noam Chomsky published his criticism of Skinner's behaviorism, "Review of Verbal Behavior."

1971
B.F. Skinner published his book *Beyond Freedom and Dignity*, in which he argued that free will is an illusion.
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Definition of Behaviorism

- Behaviorism equates learning with behaviors that can be observed and measured.
- Reinforcement is key to successful transfer through behavioristic learning.
- Strong emphasis on the stimulus, the response and the relationship between them.
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Application of Instructional Design

- Students will work for things that bring them positive feelings.
- Use of a token system can reinforce positive academic performance.
- Students can utilize the art of repetition so that information remains concrete during the learning process.
- Small progressively sequenced tasks ensure that students remain focused during the learning process.
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Example of Application (1)

- A teacher provides a substantial list of practice problems for students to help them learn Algebra.

  - **Stimulus**
    - The practice problems

  - **Response**
    - Correct solution to the problem

  - **Learning**
    - The repetition causes the student to learn Algebra.
Example of Application (2)

- A computer simulation helping prospective airplane pilots learn to fly rewards the user with ‘tokens’ for each successful simulation that, after collecting enough, they can cash in for flying a real plane.

**Stimulus**
- Reward of ‘tokens’ for proper demonstration of knowledge.

**Response**
- A feeling of accomplishment of getting closer to goal of flying.

**Learning**
- The repetition causes the pilot to learn to fly, and the ‘tokens’ help reinforce the proper demonstration of flight.
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- Negative reinforcement for an undesired response could be more beneficial.
- Examples of what not to do can provide better understanding of the desired end goal.
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- One of the three primary learning theories.
- The primary goal of behaviorism is to form a relationship between a stimulus and a response.
- Formally founded by John B. Watson in 1913.
Questions?

It's QUESTION TIME!!
Bibliography

- http://www.newworldencyclopedia.org/entry/Behaviorism#The_founders_of_behaviorism
- psychology.about.com
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