



# Behaviorism Theory

## And Its Relation to Instructional Design

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# Overview

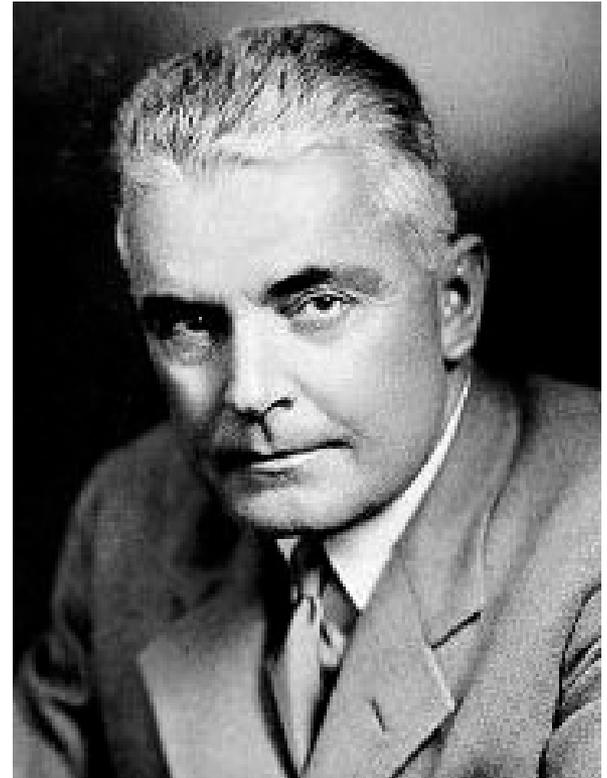
- History of Behaviorism
- Behaviorism Theorists
- Timeline of Development
- Definition of Behaviorism
- Application to Instructional Design
- Examples of Application
- How would you learn with this theory applied to instruction intended for you?
- Summary

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# History of Behaviorism

- Formally founded by John B. Watson in 1913.
- 19<sup>th</sup> Century: Similar views as psychoanalytic and Gestalt movements in psychology.
- 20<sup>th</sup> Century: Result of cognitive revolution.
- 21<sup>st</sup> Century: "behavior analysis," is a thriving field.



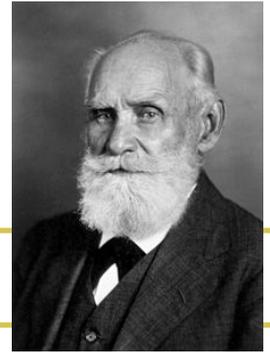
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# Behaviorism Theorists

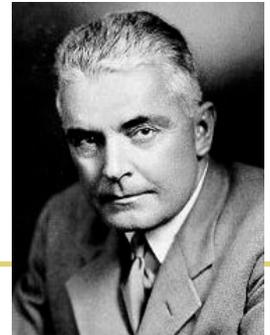
## Ivan Pavlov

- Founder of classical conditioning; unconditioned stimulus causes unconditioned response



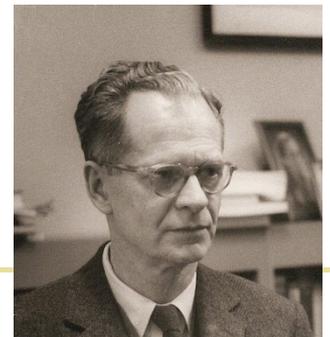
## John B. Watson

- 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.

**1913**

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



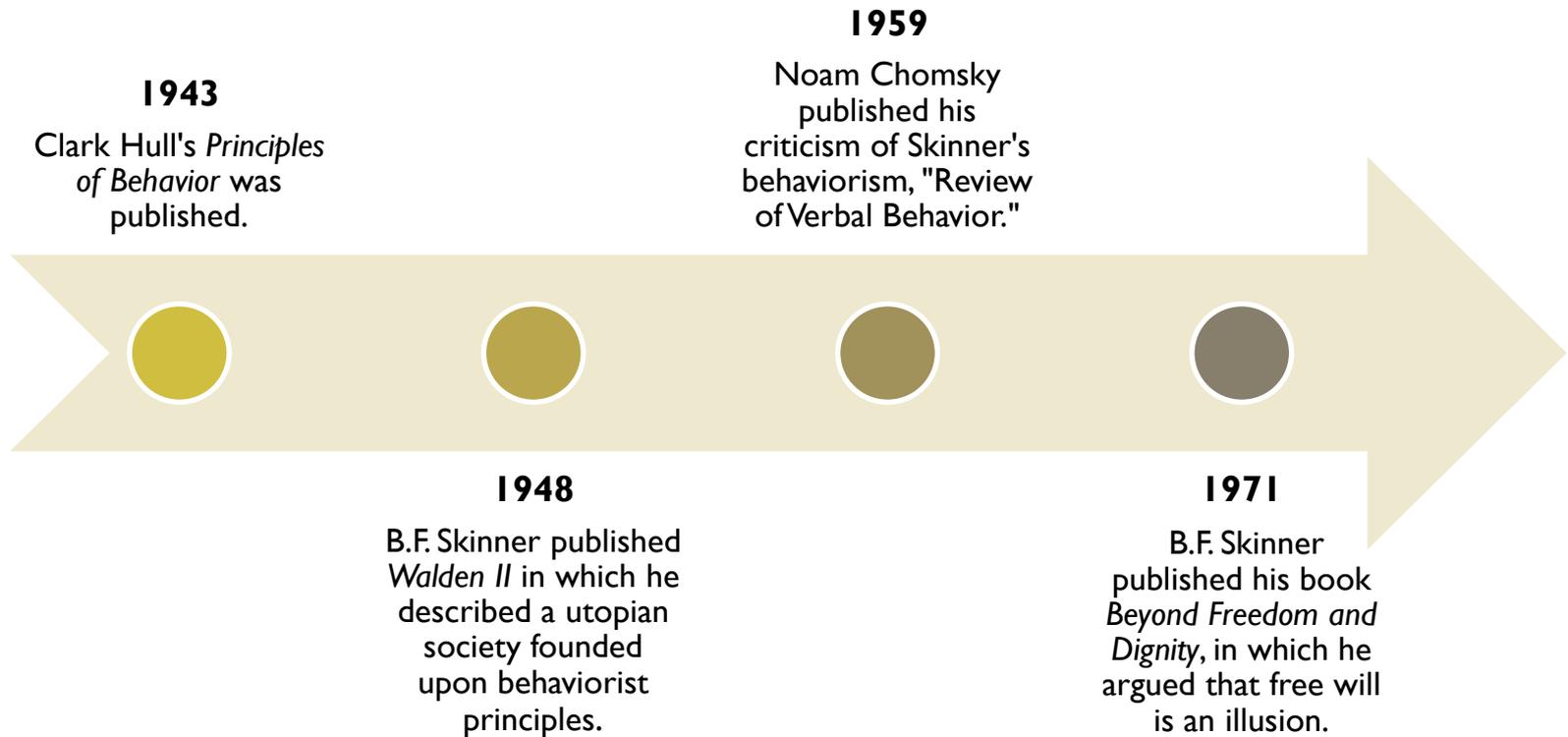
**1900**

Ivan Pavlov began studying the salivary response and other reflexes.

**1920**

Watson and assistant Rosalie Rayner conducted the famous "Little Albert" experiment.

# Timeline of Development (cont'd)



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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.

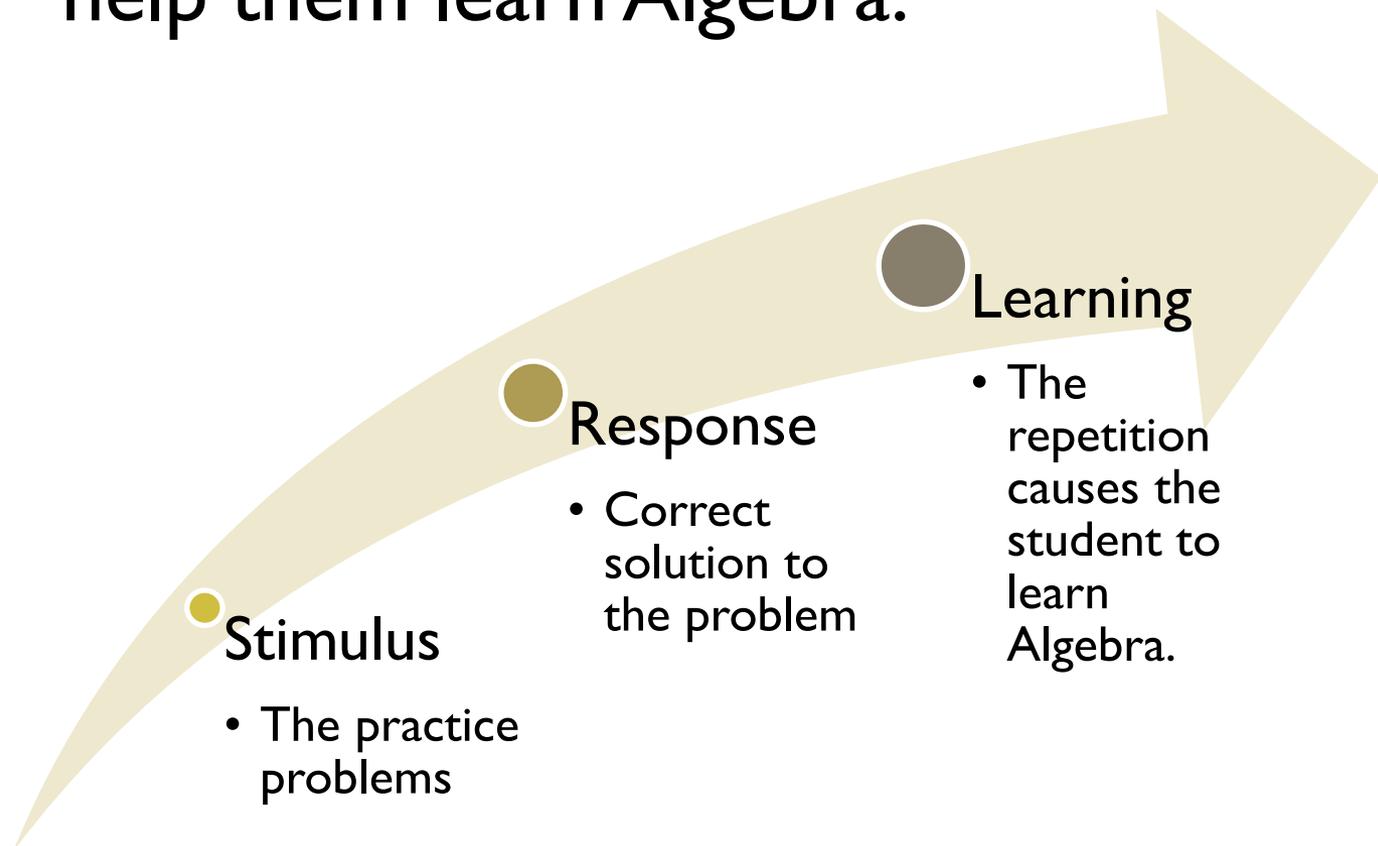


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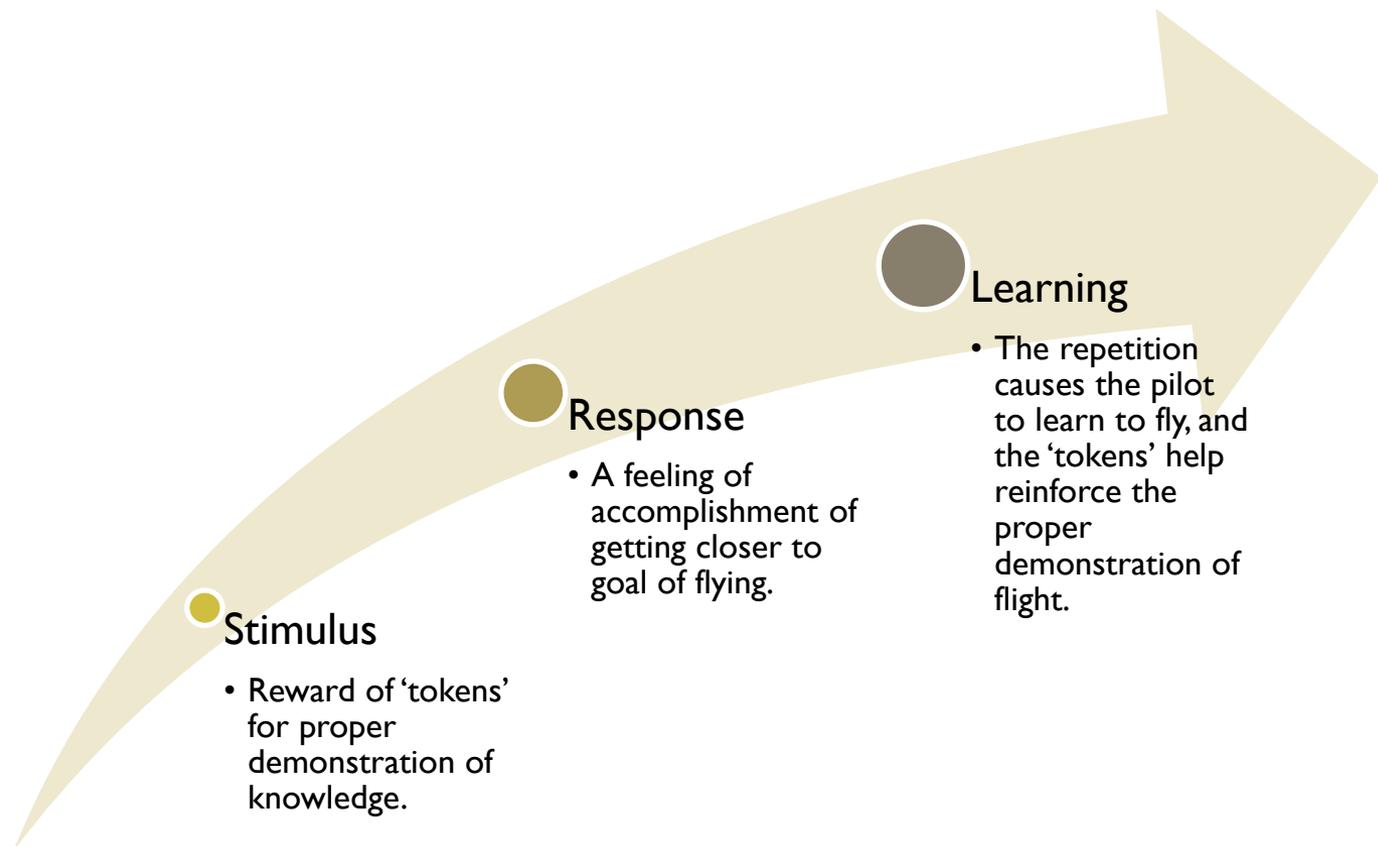
# Example of Application (I)

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





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# How would you learn with this theory applied to instruction intended for you?

- 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.

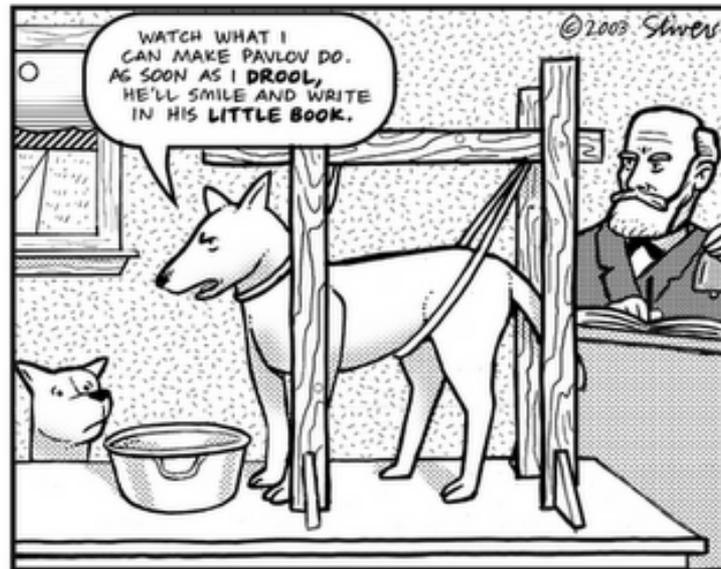


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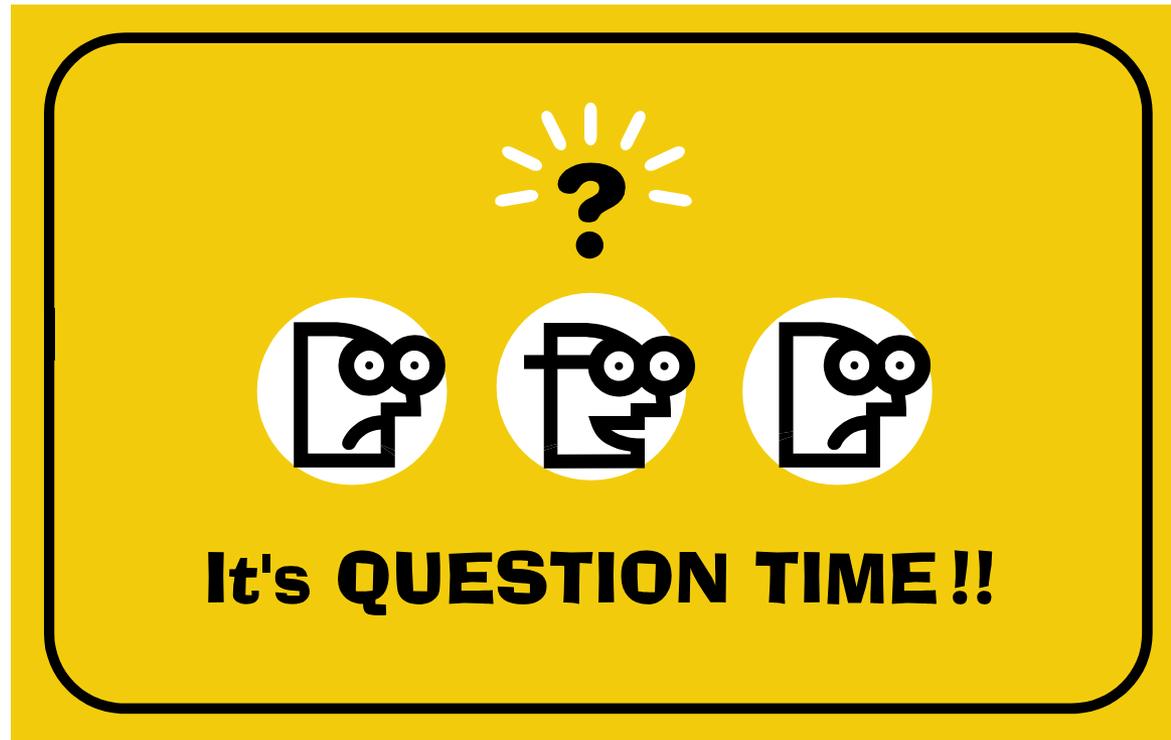
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- One of the three primary learning theories.
- The primary goal of behaviorism is to form a relationship between a stimulus and a response.
- Formally founded by John B. Watson in 1913.



# Questions?



# Bibliography

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