The course of psychology changed dramatically in the early 1900s when anotherapproach, called behaviorism, emerged as a dominating force.Instead, behaviorismcontended that psychology should focus its scientific investigations strictly on overtbehavior--observable behaviors that could be objectively measured and verified.Although Watson left academic psychology in the early 1920s, behaviorism waslater championed by an equally forceful proponent--the famous American psychologistB. F. Skinner.Like Watson, Skinner believed that psychology should restrict itselfto studying outwardly observable behaviors that could be measured and verified.Behaviorism rejectedthe emphasis on consciousness promoted by structuralism and functionalism.Structuralism was still an influential perspective, but Watsonstrongly objected to both its method of introspection and its focus on consciousmental processes.The goalof the behaviorists was to discover the fundamental principles of learning--howbehavior is acquired and modified in response to environmental influences.In compelling experimental demonstrations, Skinner systematically used reinforcementor punishment to shape the behavior of rats and pigeons.Pavlov demonstrated that dogs could learn to associate a neutral stimulus,such as the sound of a bell, with an automatic behavior, such as reflexivelysalivating to food.It alsoflatly rejected Freudian notions about unconscious influences.Behaviorism grew out of the pioneering work of a Russian physiologist namedIvan Pavlov.In the United States, a young, dynamic psychologist named John B. Watsonshared Pavlov's enthusiasm.Between Watson and Skinner, behaviorism dominated American psychology for almosthalf a century.During that time, the study of conscious experiences was largelyignored as a topic in psychology (Baars, 2005).In Chapter 5, on learning, we'll lookat the lives and contributions of Pavlov, Watson, and Skinner in greater detail.Once an association between the sound of the bell and the foodwas formed, the sound of the bell alone would trigger the salivation reflex in thedog.Pavlov enthusiastically believed he had discovered the mechanism by which allbehaviors were learned.Watson (1913) championed behaviorism as a newschool of psychology.Behaviorism claims that consciousness is neither a definitenor a usable concept.The behaviorist, who has been trained always as an experimentalist,holds, further, that belief in the existence of consciousness goes back to the ancientdays of superstition and magic.For themost part, the behaviorists studied animal behavior under carefully controlled laboratoryconditions.Behaviorism is yet another example of the influence of physiology on psychology.As Watson (1924) wrote in his classic book, Behaviorism:Behaviorism, on the contrary, holds that the subject matter of human psychology is thebehavior of the human being.The influence of behaviorism on American psychology was enormous.