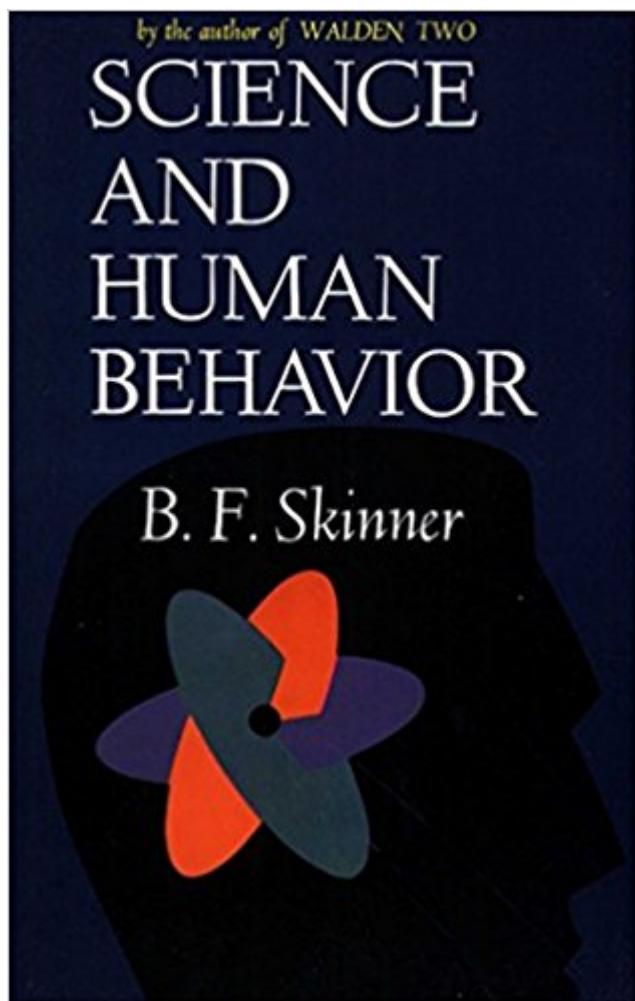


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# Science And Human Behavior



## Synopsis

The psychology classic—•a detailed study of scientific theories of human nature and the possible ways in which human behavior can be predicted and controlled—•from one of the most influential behaviorists of the twentieth century and the author of *Walden Two*.—“This is an important book, exceptionally well written, and logically consistent with the basic premise of the unitary nature of science. Many students of society and culture would take violent issue with most of the things that Skinner has to say, but even those who disagree most will find this a stimulating book.”—•Samuel M. Strong, *The American Journal of Sociology*—“This is a remarkable book—•remarkable in that it presents a strong, consistent, and all but exhaustive case for a natural science of human behavior.”—It ought to be—•valuable for those whose preferences lie with, as well as those whose preferences stand against, a behavioristic approach to human activity.—•—•Harry Prosch, *Ethics*

## Book Information

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## Customer Reviews

This is Fred Skinner's most accessible book. It ambitiously uses one set of principles to address

significant aspects of human and social behavior (p. 334), including events that occur beneath our skins such as dreaming and talking to ourselves ( p. 257). Basically Skinner was interested in all the ways we can arrange the environment to ethically produce and maintain behavior. Consider, the simple case of teaching your dog to sit. You could say "sit," gently push your dog's rear down, then say "good," and give your dog some food. Eventually your dog will sit on command provided sitting sometimes produces food. If asked to explain the dog's behavior, Skinner would focus on what was done (in the environment) that produced sitting. This would include your saying "sit," next gently pushing your dog's rear down, your saying "good," and then feeding your dog. Actually, more environmental events ought to be specified such as your dog being food deprived and distractive stimuli being absent. But most people have a very hard time using relations between the environment and behavior to explain behavior. When asked to explain why the dog sat after the environment was so programed, my students would say "the dog associated food with sitting," "the dog was hungry," "the dog expected food," or even "the dog had learned to sit on command." None of these explanations disposes us to focus on the environment.

#### IT IS VERY IMPORTANT THAT WE UNDERSTAND OUR FELLOW HUMAN BEINGS...

I bought this book for grad school - Masters (MS) student for Applied Behavior Analysis (ABA). Skinner is the basis of everything we learn, and its required reading for the curriculum. On a personal note, I feel its required reading for anyone even thinking about learning ABA, not just because a school said so. If you don't know Skinner, you don't know Behavior Analysis.

Just received my copy (excellent condition), and have just started reading. I am looking to understand the theories and science of the human behavior, and the mental, physical, and emotional aspects of our temperament capacity.

Still currently reading as I go through my coursework for grad school. All very interesting so far. Not a difficult read either.

The book was just an addition to another book that was required it was older than I thought.

However the condition was good and I was able to use it for class work.

A book that opens many question of how systems are created without really taking into consideration the processes of human behavior.

GREAT price and wonderful condition for being used. Almost seemed new! Delivered in an expected time frame.

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Understanding Human Behavior: A Guide for Health Care Providers (Communication and Human Behavior for Health Science) Nursing: Human Science And Human Care (Watson, Nursing: Human Science and Human Care) NLP: Maximize Your Potential- Hypnosis, Mind Control, Human Behavior and Influencing People (NLP, Mind Control, Human Behavior) Academic Encounters Level 4 Student's Book Listening and Speaking with DVD: Human Behavior (Academic Encounters. Human Behavior) Brooks/Cole Empowerment Series: Human Behavior in the Social Environment (SW 327 Human Behavior and the Social Environment) Human Caring Science: A Theory of Nursing (Watson, Nursing: Human Science and Human Care) Organizational Behavior: Human Behavior at Work Understanding Behavior: What Primate Studies Tell Us About Human Behavior Evolution and Human Behavior: Darwinian Perspectives on Human Nature, 2nd edition (A Bradford Book) Evolution and Human Behavior: Darwinian Perspectives on Human Nature (Bradford Books) Reproductive Ecology and Human Evolution (Evolutionary Foundations of Human Behavior) The Nurture Effect: How the Science of Human Behavior Can Improve Our Lives and Our World Therapeutic Communications for Health Care (Communication and Human Behavior for Health Science) Science And Human Behavior Science of Survival: Prediction of Human Behavior Applied Behavior Analysis: Principles and Procedures in Behavior Modification My Parrot, My Friend: An Owner's Guide to Parrot Behavior (Behavior Modification Techniques and Their Role in Contemporary Aviculture) Horse Behavior, Second Edition (Noyes Series in Animal Behavior, Ecology, Conservation, and Management) ComPETability: Solving Behavior Problems in Your Multi-Cat Household (ComPETability Behavior Series) (Volume 2) Health Communication: From Theory to Practice (J-B Public Health/Health Services Text) - Key words: health communication, public health, health behavior, behavior change communications

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