

I confirm that I have not used any AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence.

Script

Let us go back in time to the 1930's where one of the leading behaviourists currently is B.F. Skinner (Staddon & Cerutti 2002). Skinner is an American Psychologist (Cherry, 2025).

He wants to improve the world through "behaviour analysis" (de Melo, et al., 2015). His goal is to solve problems that are occurring around the world whether that be for example war or equal opportunities for women through "behavioural science" (de Melo, et al., 2015). His main research focuses on operant conditioning. Skinner invented this term. The theory operant conditioning is based on reinforces that influence someone or something's behaviour (de Melo, et al., 2015). Over the course of his life, he gained many awards for his achievements in Psychology (Cherry, 2025). There are three different types of operants these being punishments, negative and positive reinforcements (Gross, 2020).

Negative and positive reinforces are both effective ways of changing behaviours but they both do this differently (Gross, 2020).

Positive reinforces influence behaviour by giving the person or animal something desirable like food (Gross, 2020). He showed positive reinforcement through doing an experiment on rats. He put a rat in a box with a lever that dispenses food. The rat would run around the box eventually hitting the lever by accident and it would dispense food. This continued till the rat realised what was happening and intentionally hit the lever. This shows positive reward of food made the rat's behaviour change from running around to pressing the lever (Ruan & Dai 2010).

Let us discuss his idea on negative reinforcement, he believed that by scaring an animal or human into being frightened by something they learn to get away when something painful or loud happens. Therefore, changing their behaviours (Gross, 2020). There are ethical issues to this as it is causing distress to animals or humans.

Skinner only briefly touched on punishment as he believed reinforces were more effective for a person's behaviour rather than through a punishment (Gross, 2020).

To conclude his findings were that positive and negative reinforces can change behaviours in animals and in human beings. Therefore, being a successful way of changing the way someone acts (Gross, 2020). Though overall he believed that positive reinforces were the best in changing behaviours (Gross, 2020).

Now moving on to Elisia talking about John Watson's approach.

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