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**Describe the Zeitgeist in American psychology in the first two decades of the 20th century - how did that promote and support behaviorism?**

The Zeitgeist in American psychology made a drastic turn from refusing the value of introspection and consciousness, to the extraordinary new movement of behaviorism. John B. Watson, a thirty-five-year-old American psychologist, aimed for a new science concerning observable behavioral acts that indicates objectively terms, such as stimulus and response. Watson dismissed the concept of consciousness and had a strong opinion that it was futile for behavioral psychology. He stated, "consciousness had never been seen, touched, smelled, tasted, or moved. It is a plain assumption just as unprovable as the old concept of the soul." (Schultz 191). His opinion of introspection, which supposed the existent consciousness, was pointless to the science of behavior. Others presented their contributions in animal psychology, such as Jacques Loeb, believing that animal's reaction to a stimulus is direct and automatic. He developed concept of tropism, an involuntary forced movement. Robert Yerkes began animal studies in the 1900's. His book "The Dancing Mouse: A Study in Animal Behavior" was published in 1907. In 1910, Margaret Floy Washington published her book titled, "The Animal Mind", which she stated, "we are obliged to acknowledge that all psychic interpretation of animal behavior must be on the analogy of human experience." Edward Thorndike developed the puzzle box and laws of learning for animal experiments. Ivan Petrovich Pavlov had one hundred fifty researchers under his administration and produced more than five hundred scientific papers. All of his experiments were performed on dogs. Vladimir Bekhterev was a strong influence in the evolution of animal psychology. Animal psychology became a model for behaviorism. John B. Watson made the findings and techniques of the animal psychologists the foundation of a science of behavior applicable to animals and humans alike.

**References**

**Schulz, Duane P. & Schulz Sydney Ellen. 2015. *History of Modern Psychology 11<sup>th</sup> Edition*. ISBN-13:978-1-111-82932-2. Pps. 189-190. 191. 192-209.**