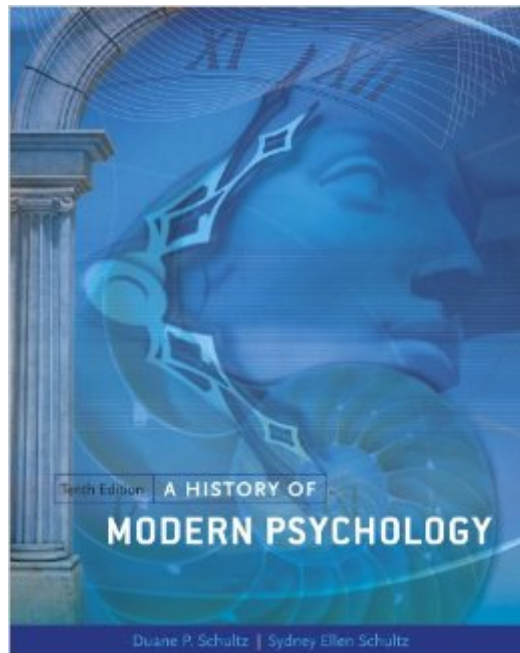


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# A History Of Modern Psychology (PSY 310 History And Systems Of Psychology)



## Synopsis

History doesn't have to be dull, and this text is living proof with coverage of interesting topics ranging from the controversial use of IQ tests at Ellis Island to the psychodynamics of gum chewing. A market leader for over 30 years, *A HISTORY OF MODERN PSYCHOLOGY* has been praised for its comprehensive coverage and biographical approach. Focusing on modern psychology, the book's coverage begins with the late 19th century. Successfully avoiding dry narrative, the authors personalize the history of psychology not only by using biographical information on influential theorists, but also by showing you how major events in those theorists' lives have affected the theorists' own ideas, approaches, and methods. Substantial updates in this edition include discussions of evolutionary psychology, cognitive neuroscience, and positive psychology. The result is a book that is as timely and relevant today as it was when it was first introduced.

## Book Information

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## Customer Reviews

The book, like many other college textbooks, are written by authors who source secondary literature. In fact, everything on behaviorism in this text book is not only inaccurate but sourced by press releases and journal articles from before the 1960s!!! The founders and initial authors of the *Journal of Applied Behavior Analysis (ABA)*, namely Baer, Wolf, and Risley, in 1987 wrote, "...the principles of behavior modification are insufficient and often inappropriate for understanding natural settingâ their structure, goals, tradition, and intersetting linkages (p. 569)". Moreover, Mace (1994) also wrote in the *Journal of ABA*: "Beyond behavior modification: A return to behavior analysis..."

Before applied behavior analysts had a methodology to identify the conditions maintaining aberrant behavior, the reinforcement histories that gave rise to current behavior-environment interactions were largely ignored. Instead, existing repertoires were altered and new ones established by superimposing reinforcement contingencies, punishment contingencies, or both, onto the current environmental contingencies or unknown processes that maintained aberrant behavior. The approach was generically known as behavior modification..."Mace & Critchfield (2010) wrote in the Journal of ABA: "We briefly summarize...the foundation for the field of behavior modification. Modification of...undesirable behaviors was accomplished through the use of a wide range of differential positive and negative reinforcement procedures used with and without extinction... Emergence of a separate field of Applied Behavior Analysis (ABA)..."

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