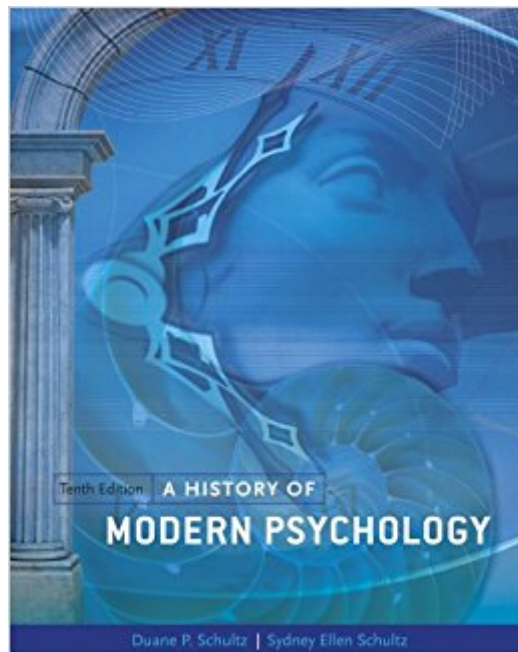


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# A History Of Modern Psychology (PSY 310 History And Systems Of Psychology)



## 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

Series: PSY 310 History and Systems of Psychology

Hardcover: 432 pages

Publisher: Cengage Learning; 10 edition (February 22, 2011)

Language: English

ISBN-10: 1133316247

ISBN-13: 978-1133316244

Product Dimensions: 10.1 x 8.1 x 0.9 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.2 out of 5 stars 64 customer reviews

Best Sellers Rank: #16,486 in Books (See Top 100 in Books) #14 in [Books > Medical Books > Psychology > History](#) #15 in [Books > Health, Fitness & Dieting > Psychology & Counseling > History](#) #548 in [Books > Textbooks > Social Sciences > Psychology](#)

## Customer Reviews

Duane P. Schultz is a former professor of psychology at the University of South Florida. He has also held faculty appointments at the University of North Carolina at Charlotte, Mary Washington College of the University of Virginia (now the University of Mary Washington), American University in Washington, D.C., and the University of Groningen in the Netherlands. Dr. Schultz and his wife, Sydney Ellen Schultz, are a well-regarded textbook author team. Sydney Ellen Schultz is a writer, editor, and researcher who has developed print and digital publications and teaching materials for publishers, government agencies, schools, and professional associations. She and her husband,

Duane Schultz, are well regarded as textbook authors.

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 even wrote, "...the principles of behavior modification are insufficient and often inappropriate for understanding natural setting...their structure, goals, tradition, and intersetting linkages (p. 569)". As Mahoney, Kazdin, & Lesswing (1974) stated: "Methodological behaviorism is much more characteristic of contemporary behavior modifiers than is radical behaviorism." 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... The basic and applied sectors of behavior analysis were disconnected in the late 1970s and early 1980s (Mace, 1994)... Emergence of a separate field of Applied Behavior Analysis (ABA)...these procedures shifted the focus of ABA research to determining the factors that maintain undesirable behavior and using this information to promote replacement behaviors that serve the same function (e.g., see Pelios, Morren, Tesch, & Axelrod, 1999)." Also the theory behind operant conditioning is DISCRIMINATIVE (ANTECEDENT) STIMULI (Sd) and consequences (Stimulus control means behavioral stimuli is controlled by the Sd). Methodological Behaviorism was the theory purposed by John B. Watson that only focused on observable behaviors (aka PUBLIC EVENTS; this was also the philosophy behind Behavior Modification). B.F. Skinner developed Radical Behaviorism. Radical Behaviorism (aka Conceptual Analysis of Behavior or CAB) is the conceptual philosophy of Behavior Analysis which states that PRIVATE EVENTS (i.e., thoughts and feelings) are also behavior that is later explained through the animal's or person's language. Finally, see Solcum et al., 2014: "Almost 45 years ago, Baer et al.

(1968) described a new discipline—applied behavior analysis (ABA). This discipline was distinguished from the experimental analysis of behavior by its focus on social impact (i.e., solving socially important problems...). ABA has produced remarkably powerful interventions in fields such as education, developmental disabilities and autism, clinical psychology, behavioral medicine, organizational behavior management, and a host of other fields and populations..."And the OBM Network, the official website for the Journal of Organizational Behavior Management's definition of OBM: "Organizational behavior management (OBM) is a sub-discipline of ABA, which is the application of the science of behavior. ABA emphasizes the use of operant and respondent procedures to produce behavior change. Behavior analysis as a science has very explicit goals. Prediction and control of behavior, with an emphasis on control, are the objectives of behavior analysis (Hayes & Brownstein, 1986)."These authors need to do their research (and source RELIABLE SOURCES and NOT SECONDARY SOURCES, aka press releases). Beats me how this even got published. It's very misleading, unreliable, and outdated.

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Interesting and relevant information on the origins of the psychology field but boring. It discusses the evolution from German philosophy up through the origins of American psychology and up through Freudian theory. IT doesn't go into great depth into each theory. It discusses the historical evolution of the theories. Chpts 1 through 14 cover all of the evolution up through neo-psychoanalytical theory. All the remaining contemporary theories are crammed into the final 15th chapter. Therefore its focus is on functionalism, structuralism, behaviorism, psychoanalytic, and a sprinkling of gestalt. Its like reading a book on anthropology of psychology.

I loved the layout of this textbook. I haven't ever really enjoyed systematically going through history, ever. However, this is laid out in a way that is easy to read and follow and still very educational and factual. The only problem I'd say is that I remember it went topically and not chronologically which can annoy some people. Great read though!

Honestly my instructor was so smart and so informative I rarely needed it. When I did use it thought, I found it dense.

Now I am not a book person; however, this book was absolutely fascinating. Great read, great detail. It feels more like reading a great story rather than an academic book.

Gave a lot of insight as to a lot of people "left out" as the originators, and exposed the egotistical and neurotic behaviors that many of the founders had that wasn't covered during my undergrad studies.

This made my history and systems of psychology course so much easier. The text is easy to read and understand.

This was an excellent textbook! I learned a great deal about the history of psychology! Another A+...

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