



WESTERN MICHIGAN UNIVERSITY

Department of Psychology

Fulfilling Skinner's Vision through Entrepreneurship



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As early as 1938, in his book Behavior of Organisms, B.F. Skinner envisioned a science of behavior applicable to the entire world. He later referred to this as a "technology of behavior" and frequently discussed large-scale social issues such as pollution, nuclear war, and education. To Skinner, the science of behavior applied to every aspect of behavior in its full complexity. Today, 79 years later, we have not come close to fulfilling Skinner's vision for the world. In this presentation, we will explore the current state of this "technology", potential obstacles to implementation, and provide concrete steps that you can take to generate a novel behavior analytic business idea today.

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4 p.m.

1720 Chemistry



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