

Background

Burrhus Frederic Skinner (1904–1990) constructed a radical behaviourist theory in which behaviour is explained as the lawful result of environmental factors.

Skinner's Theory is an alternative to conventional personality theories in that he tries to offer an explanation for all behaviour from a completely different perspective.

Instead of understanding behaviour as the result of internal factors, he attempts to base his explanation on the *effect of environmental influences*.

The Structure of the Personality



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Page 1 of 1.

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