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John B. Watson is regarded as the father or the founder of the psychological school of behaviorism. In 1913, Watson delivered a lecture called "Psychology as the Behaviorist Views It" which became known as the behaviorist manifesto and it is considered his most important work. This book publishes some articles, such as PSYCHOLOGY AS THE BEHAVIORIST VIEWS IT (Watson); A NEW FORMULA FOR BEHAVIORISM (Tolman); ON "PSYCHOLOGY AS THE BEHAVIORIST VIEWS IT" (Titchener); THE STUDY OF CONSCIOUSNESS AND THE STUDY OF BEHAVIOR