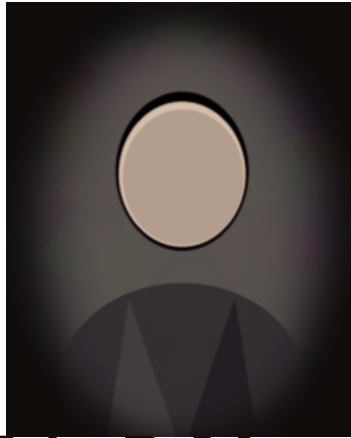




John B. Watson

January 9, 1878 - September 25, 1958

New York, New York

John Broadus Watson - American psychologist who launched behaviorism as a public creed and insisted psychology study what organisms do rather than what they claim to feel - died in New York City on September 25, 1958. He was eighty. Born January 9, 1878, near Travelers Rest, South Carolina, he trained at the University of Chicago, taught at Johns Hopkins, and in 1913 delivered "Psychology as the Behaviorist Views It," a manifesto that tried to pull the field toward laboratories, conditioning, and measurable habit.

The Little Albert demonstration and later advertising work made him famous and controversial; a personal scandal ended his academic career and sent him into industry, where he applied stimulus-response thinking to consumer campaigns. Critics still argue over ethics and overreach; textbooks still mark 1913 as a hinge year.

Columbia-Presbyterian in Upper Manhattan was the final ward. He died there after a long second act away from campus, leaving a vocabulary - conditioning, behaviorism - that outlived the fights that coined it.

Advertising boards paid for the same stimulus-response clarity universities had once funded. Students still argue whether he liberated psychology or narrowed it; few deny he forced a choice.

Debate over his ethics never fully settled; the vocabulary of conditioning outlived the fight.

He died in New York on September 25, 1958. Intro psych lectures still pause at the behaviorist turn.

Watson's gift was methodological nerve - forcing psychology to defend its claims with observation. Notice Nearby keeps the death date so September 25 remembers the South Carolina psychologist who tried to make mind a science of action.

Services

Died in New York, New York, September 25, 1958. Psychologist; founder of behaviorism; Johns Hopkins professor; later advertising executive.

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