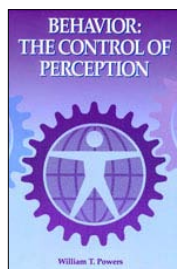


Behavior: The Control of Perception

Reviews from
the web



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By William T. Powers

A Classic Book of Psychology

This book presents a model of behavior and a way of analyzing and understanding behavior that should cause a major shift in how psychologists and other social scientists think about what causes us to do the things we do. In brief, you do things to control your perceptions so that they are in accordance with preferred states that you have -- preferred states such as your goals, values, and what you feel are appropriate ways of behaving in certain situations. Called "Perceptual Control Theory", the views presented in this book should be understood by anyone who seriously wishes to understand human behavior. Highly recommended, in particular, to scholars of human behavior.

R. Pfau 2009

Understanding of behavior, in the strict sense of the term

Behavior: The Control of Perception explains how thoughts lead to actions; I think no other theorist has actually tackled this problem. Powers' explanatory system is strictly naturalistic, yet shows how behavior at every level is goal-driven. I heartily recommend Behavior: The Control of Perception to anyone interested in the scientific study of human and animal action

Frank T. Cloak Jr. 2013

Brilliant analysis

Mr Powers has really opened the doorway to a better understanding of the human mind, and how it interacts with the world.

John K, 2013