

## BEHAVIORAL PSYCHOLOGY AND DIRECTIONS OF ITS FORMATION

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**Annotation:** The most important categories of behaviors are stimuli, which are any effects of the environment on the body, including the current situation, reaction, and amplification, for which a person can act as a verbal or emotional reaction of the people around them. At the same time, the subjective experiences of modern behavior are not denied, but placed in a state subject to these influences. In the second half of the twentieth century, behavior was replaced by cognitive psychology, which dominated the psychological sciences. However, many ideas of behavior are still applied in certain areas of psychology and psychotherapy.

**Keywords:** Psychological activity, priority, environment, objective observation, comparison, probability, intelligence.

One of the pioneers of the behavioral movement was Edward Thorndike. He called himself a “binder” rather than a behaviorist (English “connection” - connection).

The associative nature of the mind has been known since the time of Hobbes. Intelligence ensures the animal’s successful adaptation to the environment, which was indeed adopted after Spencer.

But for the first time it has been shown that with the help of Thorndike's experiments the nature of the mind and its functions can be studied and evaluated without reference to ideas and other phenomena of consciousness. Association refers to the connection between actions and situations, not between ideas or ideas and actions, as in previous associative theories.

The whole learning process is objectively described. Thorndike used the idea of “trial and error” as the principle of regulating Vienna’s behavior. The choice of this principle had a deep methodological basis.

He noted the shift of psychological thinking to a new way of deterministic interpretation of their objects. Although Darwin did not specifically emphasize the role of "trial and error," this concept was undoubtedly one of the foundations of his theory of evolution.

Since the possible ways of reacting to constantly changing environmental conditions cannot be considered in the structure and methods of the organism’s behavior, the coordination of this behavior with the environment is done only on a probabilistic basis.

The theory of evolution required the introduction of a probability factor, acting with the same variability as mechanical motion. Probability can no longer be considered as a subjective concept (the result of not knowing the causes, according to Spinoza). The principle of “trial, error, and random success,” Thorndike said, explains why living beings take on new forms of behavior at all levels of development. The advantage of this principle is clear compared to the traditional (mechanical) reflex scheme. The reflex (in his pre-Sechenov conception) was firmly defined, and its direction was strictly defined by the nervous system pathways. With this understanding, it was not possible to explain the flexibility and learning ability of the organism’s reactions.

Thorndike received a problematic situation, i.e. an external condition in which the body does not have a ready-made formula for the motor response, but is forced to build it on its own power, rather than an external impulse that triggers the selected vehicle with pre-determined reaction modes

it has been. Thus, the situation-reaction relationship, in contrast to the reflex (in Thorndike's single mechanical interpretation), is characterized by the following features:

- ✚ starting point - problematic situation;
- ✚ the body as a whole opposes it;
- ✚ he actively strives for self-selection;
- ✚ learns the method of exercise.

They proved that the scope of mental activity is not limited to the phenomena of object perception, they can be known through internal observation (introspection), because with this interpretation of the psyche the organism inevitably divides into soul (mind) and body (organism as a material system).

As a result, the mind is disconnected from external reality, locked into the realm of its own events (experiences), and is involved in bodily processes, leaving it out of real connection with things on earth. Rejecting this view, Russian researchers, relying on objective methods, interpreted the organism in the unity of external (including motor) and internal (including subjective) appearances, and proposed an innovative method of studying the interaction of the whole organism with the environment.

This approach described the factors of interaction of the whole organism with the environment and the prospects for determining the causes related to the dynamics of this interaction. Knowing the causes has been hypothesized in psychology to allow the realization of the ideal of other specific sciences under the motto "predict and control".

This completely new look met the requirements of the time. Everywhere ancient subjective psychology has clearly shown its failure. This has been clearly demonstrated by experiments on animals, which are the main object of research of American psychologists.

Reflecting on what happens in the minds of animals while performing various experimental tasks proved ineffective. Watson was convinced that monitoring the state of mind was not as necessary for a psychologist as it was for a physicist. Only by abandoning these internal observations did he emphasize that psychology would become a clear and objective science. In Watson's understanding, thinking is nothing more than mental speech.

Under the influence of positivism, Watson argued that only things that could be directly observed were real. Therefore, according to his plan, all behaviors should be explained by the relationship between the direct observed effect of physical stimuli on the body and its directly observed responses (reactions).

The basic formula adopted by Watson's behavior is "stimulus-reaction" (S-R). From this it became clear that the processes that take place between the members of this formula - whether physiological (nervous), mental, psychology - must be excluded from their assumptions and explanations. Since different forms of bodily reactions were recognized as the only real ones in behavior, Watson replaced all traditional notions of mental phenomena with their motor equivalents.

In those years, the dependence of various mental functions on physical activity was firmly established in experimental psychology. This is due, for example, to the fact that visual perception depends on the movements of the eye muscles, emotions - on changes in the body, thinking - on the speech apparatus, and so on.

### **The perfectionist guru used the following methods in his practice:**

- ✚ Simple observation;
- ✚ Test;
- ✚ Literary introduction;
- ✚ The method of conditioned reflexes.

The method of simple observation or the use of technology has become the main direction, and in psychology it is fully consistent with the main idea of this direction - the denial of introspection.

The test was aimed at a detailed study of a person's behavior, not his psychological characteristics. But with the literal method of recording, everything turned out a little more difficult. Its use speaks volumes about the undoubted benefits of introspection.

In the end, even in spite of his beliefs, Watson could not deny his important role in the observation of deep psychological processes. In his understanding, expression in speech and verbal reasoning corresponded to actions that could be observed and analyzed. Records that could not be objectively verified (thoughts, images, sensations) were not taken into account.

Scientists are tracking the subject for him under natural conditions and in artificially created situations in the laboratory. They conducted many experiments on animals and identified specific patterns and relationships in their behavior. They passed the information they received to the people. In experiments with animals, the influence of intermediate factors and internal latent motives that simplify data processing was excluded.

The method of conditioned reflexes allows us to observe a direct connection with the teachings of Pavlov and Sechenov. Watson studied the laws between "stimulus" and reaction to a stimulus and reduced them to a simple "stimulus-reaction" combination.

Our behavior seems complex and incomprehensible. The essence of man is believed to be incomprehensible, and indeed it is. Even no one knows how to behave when a loved one is in a stressful or dangerous situation because each of us has an instinct to protect ourselves. And that's not the main thing. Human behavior depends on many factors. Under normal circumstances, a person's cultural or behavioral load begins at birth. The child, like all living things, is trying to save his own life.

The only possible threat to him is the negative assessment of his parents. The toddler wants to figure out how to avoid such a threat, or better yet - to approve, he tries to change his behavior to avoid any threat.

Unfortunately, most adults believe that what is instilled in them from birth will grow the child without paying special attention to his or her upbringing. As a result, children are not many of the best places to collect information, and therefore the inappropriate behavior of children.

People can distinguish humor and sincerely believe in what is being emotionally presented when the information seems sincere and serious. This is partly the basis of our behavior. But it's hard for us to separate real emotions from high-quality acting.

If information is a priority of a particular activity, if feelings of gratitude arise, then the person begins to strive to take that priority. This is easy to understand in terms of advertising. We all believe in the product being advertised, we buy it, and we hope to get the result that advertisers talk so sincerely. Take into account the needs of all living things that arise as a result of their actions:

Self-preservation. This instinct manifests itself in the search for food or to avoid side effects. Striving to multiply their species. The form of human action associated with reproduction takes very complex and very strange forms. Animals have a specific type of mating ritual and humans have a desire to reproduce, and the personal behaviors associated with them are closely related to their hierarchical place in the society in which they live. The higher the position in the hierarchy, the more one has to leave one's offspring and cultivate them.

Loyal to security. It is their desire to provide for their living conditions, which manifests itself in the search or construction of shelter, as well as in the accumulation of livelihoods and material wealth for the future. In this case, a person's behavior is reflected in the desires he or she has acquired in the society in which he or she lives.

Another type of aspiration that is unique to an individual is the actions that this person takes to care for his or her descendants and even members of his or her community. Behaviors associated with the pursuit of purity are inherent in a limited number of human beings. Purity is the creation of certain conditions for a person to live or the pursuit of a certain quality of life.

Behavior of an individual associated with a complex mental organization. One seeks to ensure that the image of reality fits into the world around which one finds oneself. Building a person's unique behavior is based on the six basic needs listed above.

It is impossible to enumerate all the rules and norms of human behavior in society and at work. To be known as a well-behaved person, remember the basics of a culture of etiquette and show respect for the people you dream of for yourself.

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