Immediate Release

UMD NEWS SERVICE
RA 4-8801 Ext 210
June 7, 1962

DULUTH--"Education and the Control of Human Behavior: A Dialogue."

What is it all about? What does it mean to the man on the street, the parent, the educator, the politician, or the potential dictator?

Based on scientific advances, the answers can be both frightening and hopeful. It implies a new social structure. It leaves in question "who" will control whom, and what kind of "behavior" is likely or desirable.

Dr. B. F. Skinner, professor of psychology at Harvard University and Dr. Carl Rogers, professor of psychology and psychiatry at the University of Wisconsin, will discuss---in an informal dialogue---this explosive topic Monday and Tuesday(June 11-12) at the University of Minnesota, Duluth(UMD).

Their appearance is sponsored by the UMD Department of Psychology with the announced hope that "new ideas concerning education and the control of human behavior will result."

Seven-hundred persons---including many of the top psychologists in the Midwest---plan to attend the UMD sessions in Kirby Student Center.

Both Skinner and Rogers agree that science has identified the conditions which can be used to predict and control behavior. Both men admit the dangers involved since a dictator, for example, possibly could use such knowledge to "man-make" a society which would respond to his every command.

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Dr. Skinner is a researcher who has developed most of his "control" ideas in the laboratory. He believes man should continue to seek scientific methods of controlling humans and "test consequences as we go."

Dr. Rogers bases much of his thinking around his experience as a psycho-therapist. He is more fearful of the questions of who will be controlled, who will exercise control, and what type of control will be used.

"We can choose to use our growing knowledge to enslave people in ways never dreamed of before," Rogers says, "...or we can choose to use the behaviorial sciences in ways which will free, not control; which will develop creativity, not contentment..."

Rogers believes the process must advance step-by-step and in such a way that man retains some free choice as to when to change the goals or "values" of the control mechanism.

Rogers points out that the German rocket experts of World War Two now are working for Russia or the United States, depending on which nation captured them and put them back to work. His point is that the direction of knowledge can be changed by the controlling power.

Skinner feels that fear of control "has led to a blind rejection of intelligent planning for a better way of life. In conquering this fear we shall become more mature and better organized and shall, thus, more fully actualize ourselves as human beings."

The conference begins at 2:00 p.m. Monday in Kirby ballroom with each man making a 15 minute presentation, followed by a "dialogue" in which they will exchange ideas on a conversational basis.

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At 7:30 p.m. (Monday) six representatives from the fields of the humanities, social sciences and natural sciences will give their reactions to the day's dialogue. Small group discussions will follow.

At 9:00 a.m. Tuesday, Skinner and Rogers will continue their dialogue, then answer questions from the audience. Both psychologists will make closing statements at 11:45 a.m. prior to adjournment of the sessions.

The conference is open to the public but prior registration with the UMD psychology department is desired.