

Why People Do What They Do



Behavior isn't random—it's coming from one (or more) of these.

THEORY	PIONEER	QUESTION WE ASK	WHAT DRIVES OUR RESPONSE
 CLASSICAL CONDITIONING	Ivan Pavlov	"How does it feel?"	We respond based on associations and emotions
 OPERANT CONDITIONING	B.F. Skinner	"What happens if I do this?"	We repeat what is rewarded or reinforced
 CONSTRUCTIVISM	Jean Piaget	"How do I make sense of this?"	We build understanding through experience
 SOCIAL COGNITION	Albert Bandura	"What do I see others doing?"	We learn by observing and modeling others
 CONFORMITY	Solomon Asch	"What is everyone else doing?"	We adjust to fit in with the group
 SOCIAL PERSUASION	Robert Cialdini	"What are others telling me to believe?"	We are influenced by authority, messaging, and trust



UNDERSTAND THE **WHY**. RESPOND WITH **PURPOSE**.

