



**These notes represent a detailed interpretation of the professor's lecture. These notes are not a transcript of the lecture. TakeNote® is best used as a supplement to your own notes, not as a substitute.**

Lecture Date: Friday, February 10, 2006

Announcements: None.

- I. Human Action Perspective (a.k.a. Rules Perspective)
  - A. Emphasizes role of choice and that reality is subjective – It depends on perceptions.
  - B. Covering Laws follows the physical sciences; Human Action says that people are qualitatively different from natural events.
    1. We need to have a different way of examining communication behaviors that take into account human choice.
- II. The Human Action Perspective Maintains
  - A. Humans are intentional, purposeful beings.
    1. Stresses human choice.
  - B. Reality is a subjective experience – It's different to everybody because of their own perceptions.
    1. To understand human behavior, you must understand human interpretation of an event, not simply the event itself.
- III. Scientists Operating Within this Perspective
  - A. Try to predict behavior by grouping together people who understand or interpret things similarly.
  - B. Believe that behavior can be predicted because people make purposeful choices about their actions.
    1. To understand their actions, scientists need to understand their motives.
    2. Example, investigating exam preparation.
      - a) In a Covering Laws experiment, you would survey students about the number of hours spent preparing for the exam.
        - (1) Group according to number of hours spent studying.
        - b) Questions would focus on predicting success on an exam based on the antecedent condition (number of hours spent studying).
      3. In a Human Action experiment, you would survey students about how much they believed they prepared for the test.
      4. More based on perceptions.
        - a) You would categorize groups by a large amount of preparation, a medium amount, or a small amount, because the number of hours spent studying may not be indicative of how prepared someone is for an exam.
    - C. There are underlying motivations for our behaviors, and a lot of them