

Behaviouralism in Geography

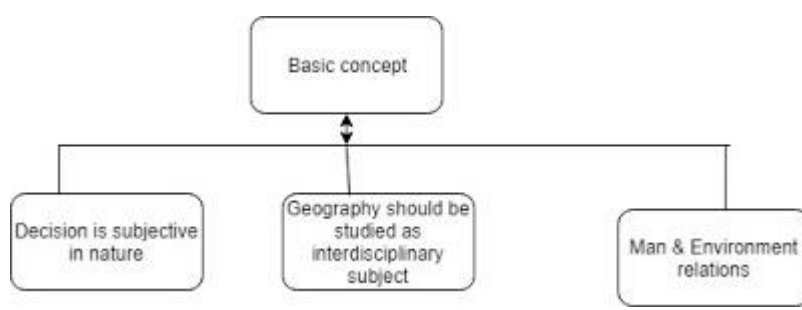
- It developed due to the reaction of the quantitative and positivist approach, As the quantitative revolution considered humans as economic rationality, however the same is not true as per behaviouralism.
 - As per **Wolpert's study**, optimal farming practice is not done by Swedish farmers although having very fertile and productive land, they were satisfied with 60 % productivity.
 - Indian farmers also used excess fertilizer that reduces the long-run productivity of the land.
 - From the above two examples, we can say humans are not profit maximizers but merely **satisficers**.
- The decision of humans is subjective in nature, can not be quantified as per the quantitative tool.
- As the quantitative revolution reject the role of human values, belief, culture, etc in decision making, but the reality is different, the contribution of values, culture, religion in the human decision can be seen in daily life. For example, a temple visit is a totally religious decision, not an economic decision, and vary person to person and this decision can be subjective in nature.

Mental Map:

- Each person has their own perception of the environment and the same is depended on his moral, pre-knowledge, culture, social, and economic background, an environmental image is created in the human mind in each individual, is also called **Mental Map**. Each people have their own **Mental Map**, for example,
 - Each people have a route map from home to office and that will vary from person to person
 - Work planning and prioritizing for the day is also a mental map.
- There are high bonding on a mental map and actual decision making. People make decisions based on their mental map, **for example**, route selection from office to home vary person to person, the selection is based on his mental map.

Basic Concept in Behaviouralism:

The following diagram shows the basic concept of behaviouralism:



The human decision is subjective in nature:

•In reality, as we know human behavior is dynamic in nature, the same thing is liked by today can be disliked by tomorrow by the same person. The human **decision is subjective in nature and can not quantify**. Human behavior or choice is not only influenced by profit as the quantitative approach consider but also by:

Preknowleged

- Morality, ethics
- Culture, religion
- Time or situation
- Economic need

Some people give more importance to time than money, **for example:**

Some people take a costly flight to save time, and some people travel by passenger train to save money.

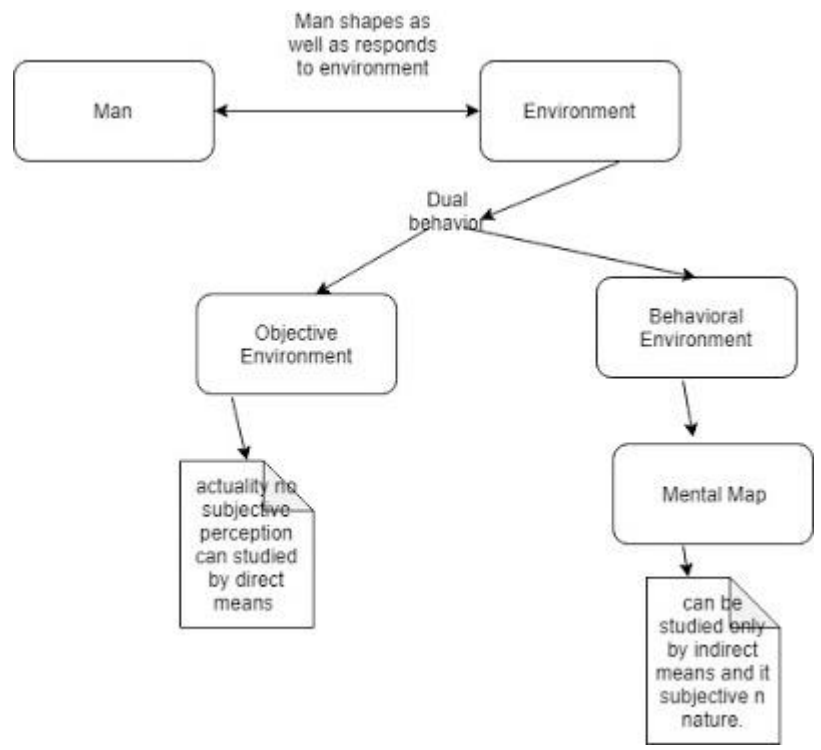
Interdisciplinary Subject

In behavioralism, geography subject is considered as **an interdisciplinary subject,**

Geography= Psychology + Sociology + Science

Man and environment Relations

As per behaviouralism, man and the environment are dynamically interrelated. The following diagram shows the summed of behavioralism.



- The following main points are:

Man and the environment are dynamically interrelated

- Environment act as a dual role

- In an objective environment, the same perception provided to all human, **for example**,

- if there is raining outside, rain for everyone will be the same.

- In the behavioral environment, knowledge, values, and culture are different for different people, each person perceived the environment differently, **for example**, mineral in the tribal area,

- Tribal want to conserve the forest as they use it, they do not want to mine

- But industry care the mining, not forest conservation

- here environment perception is different for tribes and industry.

Support of Behavioralism

- On the support of the behavioral approach, **Kirk** asserted that:

- In a similar geographical environment, the meaning of the same information would be different for people of a different culture, ethnic, race, and economic background people.

- Each society perceived differently and act differently to the same piece of information about the resource, space, and environment.

- Wolpert** gives two concepts on the support of behaviouralism

- **The satisficers concept**, as we already discussed in the first paragraph of this post.
- Criticism view on gravitation migration principle, he asserted migration largely depend on personal choice, women rarely want to migrate, and a parent whose children are in school does not want to migrate, despite economic opportunities.
- **Glibber White**, in his flood study, he asserted that people mark the boundary of the river flood, they believed that flood will not cross this boundary. Because of this pre-knowledge and overconfidence, the flood does more destruction than accepted.

Criticism

- This approach is more theoretical and psychological rather than scientific.
- Model cant not be developed using this approach, not a practical approach
- Some terminology like objective and subjective environment perception is loosely defined

