Behaviour Therapy

Until the 40's, cognitive theories on behaviour (causes of behaviour) relied on conditioned responses. Stimulus=response
One of the first experiments to challenge this thinking the Stroop Test, which showed that the brain makes choices when presented with stimuli.

Stroop Test:
When you look at one of the words, you see both its colour and meaning
If the 2 pieces of evidence are in conflict, you make a forced choice.
Our brains are wired for words, therefore the word meaning is more important than the word colour, interference/ conflict occurs.
This interference suggests that you're not always in complete control of what you pay attention to where is the conflict resolved, where does this choice happen?
The take of selecting an appropriate response, when given conflicting conditions, is located in the anterior cingulate (lies in front of the corpus calosum in the prefrontal cortex.
The anterior cingulate acts as a conduit between lower, more impulse driven brain regions and higher, more rationally driven behaviours.