Abstract

After being published Walden Two was rejected due to false conceptions that suggested that the novel was the defense and representation of the economic and social values of capitalism. However, a more detailed analysis shows how the construction of the society proposed by Skinner critiques the fundamental pillars of the current economic and social paradigms such as egotism as the base for social welfare, the growing acquisition of material goods as the motor of the economy and freedom according to the capitalistic dogmas. Although Walden Two is a utopia, it reveals how is necessary to introduce the principles of the behavior engineering, aspect that has not been widely considered by fields like Economics and Politics, if we want to solve the problems that the current social structure suffers.

Keywords

behavior analysis, cultural psychology, economic, Walden Two, behavior engineering.