

Behavioural or Critical Revolution -

o Behavioural or Critical Revolution emerged due to dissatisfaction with OR & with Model of Economic Rational Man. (This model of man was very unrealistic & normative models were unable to explain real life geographical choices & matters)

Influences in Behavioural Backlash -

- 1] Gilbert White - studied how people react & responds to natural floods & reactions are not based on objective assessment of the nature
- 2] Herbert Simon - Man is not a maximizer, Man is a satisficer .. Man is satisfied acc. to standards he sets for himself.
- 3] Kates - Extensive study in decision making. He introduces the concept of Bounded Rationality.

Acc. to Kates, human decision making is largely based on incomplete information processing, thumb rule & Heuristics

4] Julian Wolpert - He was studying how farmers make their decision in land use,



crop choices & harvest. & he found farmers were satisfied with lower productivity because of their bounded rationalities about the capacity of land & its output.

Wolpert confirmed decision factors in human decision making & he introduced Behavioural Geography

Concepts in Behavioural Backlash :-

(part of Methods & Techniques in Behavioural Revolution)

[criticism against OR was not about making laws, using mathematical model for pursuing good in positivist approach, the criticism was about ~~new~~ Economic Model of Man & normative law, it was about ignoring human perception & thinking]