

Learning

Learning

Stable change in behavior
that results from repeated
experiences

Types of Learning

1. Classical conditioning
2. Operant conditioning
3. Social/Observational
learning

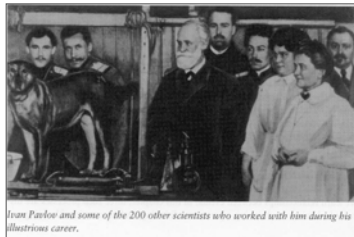
Classical Conditioning

Main Focus

- I. How Classical Conditioning was discovered &
how it works
- II. Practical applications

Classical Conditioning

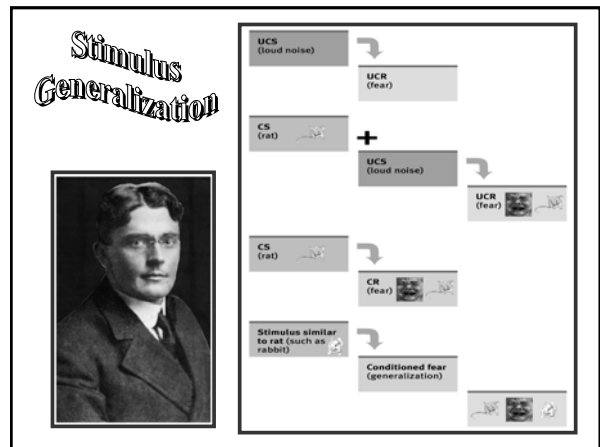
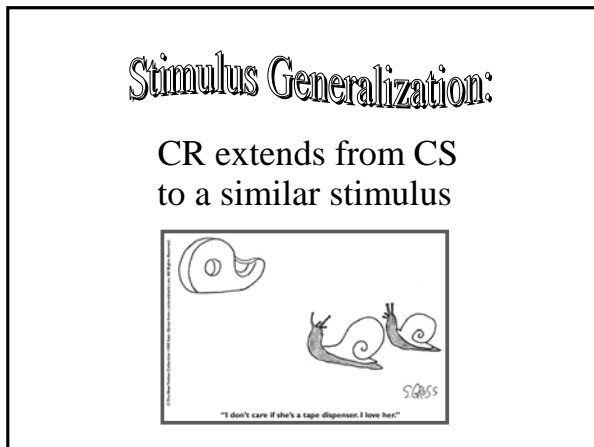
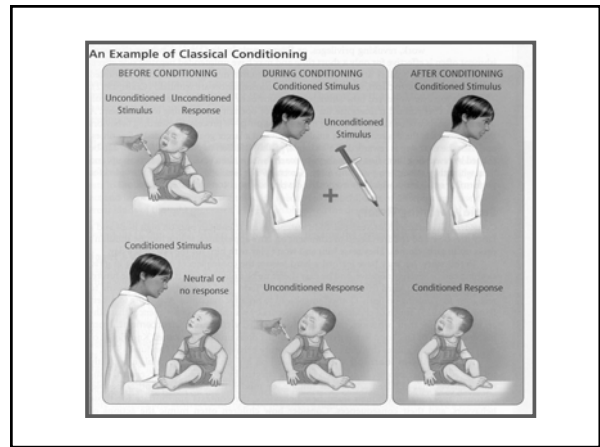
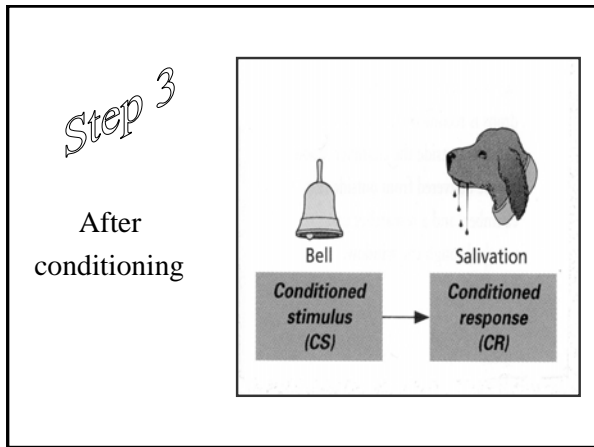
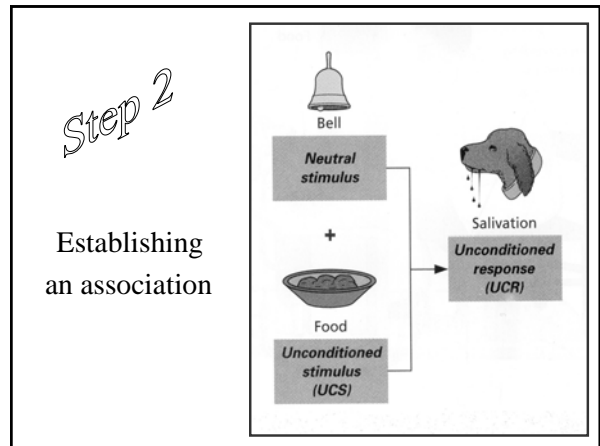
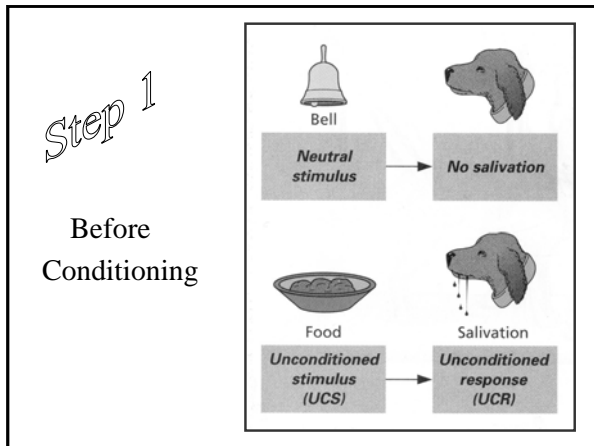
- * basic & universal form of learning
- * discovered by Ivan Pavlov (1849-1936)



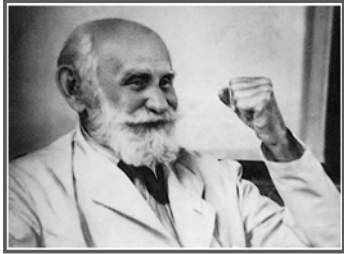
Ivan Pavlov and some of the 200 other scientists who worked with him during his illustrious career.

Classical Conditioning:

is a form of associative learning, in
which an organism learns that two
events are related or linked



II. Applications of Classical Conditioning



1. Treatment for Drug Addiction

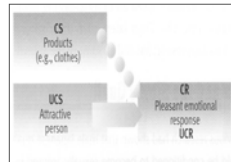
Extinction:

CS is repeatedly presented without UCS
bell *food*

Spontaneous recovery:

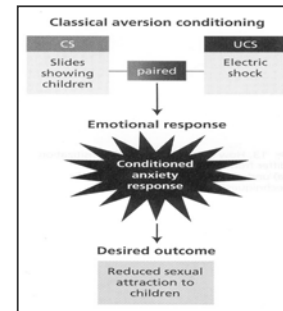
return of conditioned response after extinction

2. Advertisement



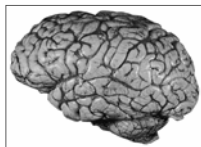
3. Aversion Therapy

To treat pedophiles (child molesters)



Explain Drug Tolerance

UCS - drug enters the brain



UCR - change in hormone
 secretion, heart & breathing rate
 (defenses & countermeasures)

CS - CR ?

Explain Phobias

Systematic Desensitization:

3 steps



Explain Phobias

Biological predisposition

Culture-bound phobias:

Mexico - *sisto*

China - *paleng*



Systematic Desensitization: 3 steps



Operant Conditioning

Skinner (1904-1990)

a form of learning in which a behavior becomes more or less probable, depending on its consequences

Consequences:

Rewards/Reinforcements
&
Punishments

I. Reinforcers: Types

1. Positive - pleasant stimulus that will increase the probability that we repeat our response
2. Negative - a removal of unpleasant stimulus that increases the probability that we repeat behavior again (avoiding something unpleasant)

II. Punishment:

Decreases the likelihood of a behavior occurring again

II. Punishment

1. Adding something negative
2. Taking away or preventing something positive

Matrix: Reinforcement & Punishment		
Stimulus	Provide	Remove
Desirable		
Not desirable		

Matrix: Reinforcement & Punishment		
Stimulus	Provide	Remove
Desirable	+ Reinforcement	Punishment
Not desirable	Punishment	- Reinforcement

1. Fred gets a speeding ticket
2. Emily's teacher compliments her writing ability
3. Zachary is expelled from school for cheating on an exam
4. Linda buys her daughter a candy bar to not be embarrassed by her temper tantrum

Schedules of Reinforcement

- fixed-ratio interval
- variable-ratio interval

Extinction:

behaviors that are reinforced in fixed-ratio interval tend to be extinct faster than behaviors that have been reinforced on variable schedule.

Behavior Modification

- operational definition of desired behavior
- baseline measure of the behavior before modification
- reinforcers or punishments for the target behavior
- if you doing well – continue, if not, try changing reinforcers/punishment



Corporal punishment

Use of physical force with the intention to cause an individual to experience pain (not injury) for purposes of correction or control of the individual's behavior.