



PSY402

# Theories of Learning

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**Chapter 6, Traditional Theories**



# Two Theoretical Approaches

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- **S-R associative theorists** -- inflexible view of behavior.
  - Mechanistic
  - Stimulus acquires ability to elicit response through associations formed.
- **Cognitive theorists** - flexible view.
  - Mentalistic
  - Learning involves recognition and understanding of environment.



# Hull's Drive Theory

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- Drive motivates behavior and drive reduction is responsible for the S-R associative learning.
- **Drive** - an intense internal force.
- Behavior is the combined influence of several factors, which can be expressed mathematically.