

Chapter 6 (Checkout slideshow online)

- BF Skinner – operant conditioning – 1950s professor at Harvard
 - o Lot of work
 - o Deterministic
 - o Skinner box – lever and cue – work according to when cue is given
 - o Train an animal to tap a lever according to a cue for an award
 - How do you teach them?
 - Teach and reward for close to correct behavior getting more exact as you go
 - SHAPING
 - Think of the rat example
 - Punishers are not good for teaching
 - o After you shape behavior you can chain behavior
 - Chaining – tying together a sequence of shaped events
 - Think of dancing and exercise videos
 - Think of the dog video
- Types of reinforcements and punishers
 - o Reinforcements – anything that makes a behavior continue
 - Primary Reinforcements
 - Anything biologically needed
 - o Food
 - o Sleep
 - o Companionship
 - Secondary
 - Anything considered a want
 - o Privileges
 - o Sex
 - o Praise
 - o Money
 - o Punishment- anything that makes a behavior cease
- Schedules of Reinforcement

| | Ratio – amount of responses | Interval – elapsed time |
|-------------------------|-----------------------------|------------------------------------|
| Fixed – Same every time | 10 Responses | 3 Minutes |
| Variable – varies | 5 R, 10 R, 12 R, 2 R, 189 R | 3 min, 4 min, 7 min, 40 min, 2 min |

- Variable ratio
 - o Results in the highest number of responses over shortest amount of time
- Continuous Response
 - o Lowest number of responses over longest period of time
- Gambling works through variable ratio
- Order from most effective to least effective
 - o Variable Ratio
 - o Fixed Ratio

- o Variable Interval – pop quizzes
- o Fixed Interval – tests in college
- o Continuous Response