



PSY402

Theories of Learning

Wednesday

November 12, 2003

Chapter 7 - Stimulus Control



The Role of Environmental Stimuli

- In operant conditioning, the stimulus becomes associated with the reinforcer or punishment.
 - Reward or punishment is the UCS.
 - The stimulus signaling reward or punishment is the CS.
- The CR motivates operant behavior.
 - Responding can be used as a measure of the strength of a CR.



Definitions of Terms

- **Stimulus control** -- Environmental stimuli signal the opportunity for reward or punishment.
- **Generalization** - responding in the same way to similar stimuli.
- **Discrimination** - responding to some stimuli but not to others.