



PSY402

Theories of Learning

Wednesday

January 29, 2003



Appetitive Conditioning

- **Appetitive** – something desirable for survival that results in approach behavior.
- **Aversive** – something undesirable for survival that results in avoidance or escape behavior.
- Neuroscientists believe there are underlying appetitive and aversive motivational systems in the brain.

What is a Reinforcer?

- S-R learning
 - What is a contingency?
 - Thorndike's idea of reward.
- B.F. Skinner
- Reinforcer – any response that increases the likelihood of a behavior.
 - Something reinforcing to one person may not be to another.