

Chapter 6 – Learning

- Reinforcement → Increased behavior
 - o Negative reinforcement → escape learning or active avoidance learning
- Punishment → decreased behavior
 - o Operant conditioning with punishment aka passive avoidance learning
 - o Negative punishment is also called omission training
- What constitutes reinforcement?
 - o Premack principle
 - The Premack principle states that the opportunity to engage in a preferred behavior will reinforce us for preferred behavior
 - A person who loves movies more than going to the museum can be reinforced for trips to the museum with free movie passes
 - Trading off things
 - o The disequilibrium principle
 - Each person has a preferred pattern of dividing time between various activities
 - If one is unable to engage in that pattern a return to it will be reinforcing
 - o Discriminative stimulus
 - A stimulus that indicates which response is appropriate

	Classical Conditioning	Operant Conditioning
Nature of Responses	Involuntary (reflexive)	Voluntary (usually) can be both
Timing of Stimulus	Precedes the response	After the response
Timing of Response	After the stimulus	Before the response
Role of learner	Passive	Active (awareness)
	Two stimuli are paired	A response is followed by a reinforcer

- Variations of learning
 - o Conditioned taste aversion
 - If learning occurs reliably after just one trial it is hard to know if the learning was the result of classical conditioning or operant conditioning
 - Occurs after single trial
 - Think about Wendy's
 - o Birdsong learning
 - Resembles human language learning in some way
 - Requires social context
 - Has optimal period for learning really early in life
 - Starts kind of with babbling
 - Deteriorates with clearness
 - Not CC
 - No visceral response

- Not OC
 - No reinforcement
- o Social Learning
 - Albert Bandura
 - This is the idea that we learn a lot of behaviors before we attempt them
 - Especially in humans
 - Results from observing others then weighing the consequences
 - Modeling and imitation
 - Experiment with “Bobo” dolls
 - o Children who saw aggressive behavior were more likely to behave violently
 - o Hypothesized that the children were imitating the behavior they’d just seen
 - Great interest in Bandura’s work
 - o Unclear if there is direct influence in violence through media
 - o Determine appropriate behavior
 - o Influence
 - Self-efficacy in SL
 - o Imitate those who we admire
 - o Must be achievable
 - o Advertisers do this
 - o White female cannot achieve Lil Wayne status
 - Vicarious reinforcement and punishment
 - o See someone’s mistake and learn from theirs
 - o Appears to be super effective ways
 - Reinforcement works better than punishment