

LEARNING I

DEF: Relatively permanent change in behavior as a result of experience

I. Classical or Pavlovian Conditioning: learning by association

A). Pavlov's famous Experiment

1. Present UCS: Get UCR
2. Present CS
3. Pair CS with UCS
4. Test learned response to CS: CR

B). Characteristics of CR

1. Amplitude and Latency
2. Form
3. Generalization
4. Discrimination
5. Extinction
6. Spontaneous Recovery

C). How To Identify Stimuli

1. What response occurs without training ?
2. What is the stimulus that produces that response ?
3. What stimulus is paired with the UCS during training ?
4. What response is produced by the CS ?

D. Examples and Applications

1. Conditioned Emotional Responses: Little Albert and Phobias
2. Behavior Therapies
3. Advertising

LEARNING II

I. Instrumental or Operant Conditioning: learning by outcome

A). Shaping by Reinforcement

1. Skinner Box: environment which is "operated " on.
2. Reinforcement follows selected behavior
3. Desired behavior occurs more often
4. Consequences **CONTINGENT** on behavior

B). Consequences can Increase or Decrease Behavior

1. Reinforcement:

a). Positive

b). Negative

2. Punishment

a). Presentation

b). Removal

III. Cognitive or Observational Learning: learning by watching others

1. Bandura and Bobo Doll: Implications for media violence and pornography ?

2. "Fearless Peer"

3. When do we use observational learning?

a). Complex behaviors

b). Consequences of model's behavior: Vicarious Reinforcement