

2.18.15

Goals:

1. Define associative learning
2. Define classical conditioning
3. And describe how it works
4. Define operant conditioning
5. Describe + and - reinforcement
6. Describe + and - punishment
7. Describe schedules of reinforcement- continuous and partial

Learning:

- Definition: relatively permanent change in behavior that can be attributed to experience
- Types of learning
 - Associative: forming associations among stimuli and responses (red light, stop) (pizza, happy or hungry)
 - Classical conditioning: when a stimulus that doesn't produce a response is linked with one that does.
 1. Ice cream truck song (song with ice cream)
 - Operant conditioning: learning based on consequences of responding. (learn to do things that are rewarded and not to do when punished)
 1. Ticket (punished for speeding) (Stop doing)

OPERANT AFTER RESPONSE
AFTER CLASSICAL

- Cognitive: higher level learning involving thinking, knowing, understanding and anticipation (how to order or make pizza)

Classical Conditioning:

- Unconditioned stimulus (US): stimulus that produces a response automatically (eye doctor, shoot puff of air in eye)
- Unconditioned response (UR): response from (US).. reflex. (Blink for puff of air)

- Neutral Stimulus (NS): doesn't produce response (eye doctor, stare at pic before puff) (pic is NS)
Becomes
- Conditioned Stimulus (CS): stimulus that evokes response bc it has repeatedly been paired with unconditioned stimulus. (every time see that pic you blink.) learn
- Conditioned Response (CR): learned response from by the conditioned stimulus

Pavlovs study:

Dog meat powder measure saliva

Bell no meat then saliva

Before conditioning:

- Bell is NS
- Meat Powder is US
- Salivation is UR

During conditioning:

- Bell is CS
- Meat Powder is US
- Salivation is UR

After conditioning:

- Bell is CS
- Salivation is CR

Another example:

- Dogs scratching and fleas

Your dog has fleas (US)

Start treating house for fleas (UR)

Your dog scratches itself (NS)

Your dog has fleas (US)

Start treating house for fleas (UR)

Your dog scratches itself (CS)

You start treating house for fleas (CR)