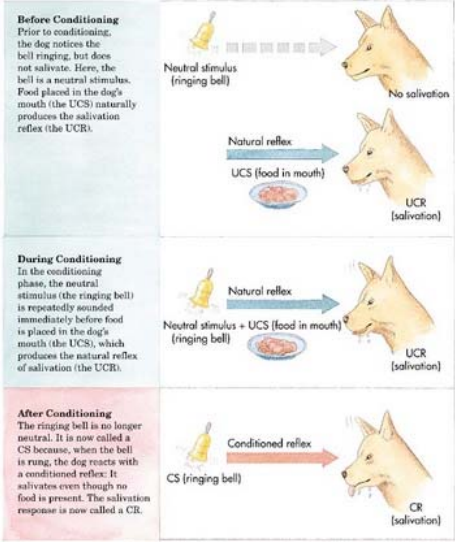
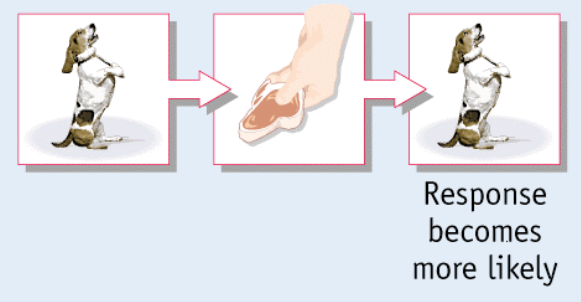
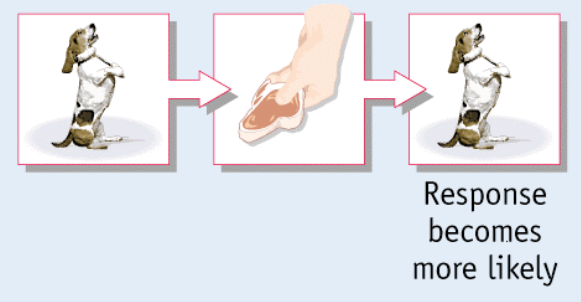
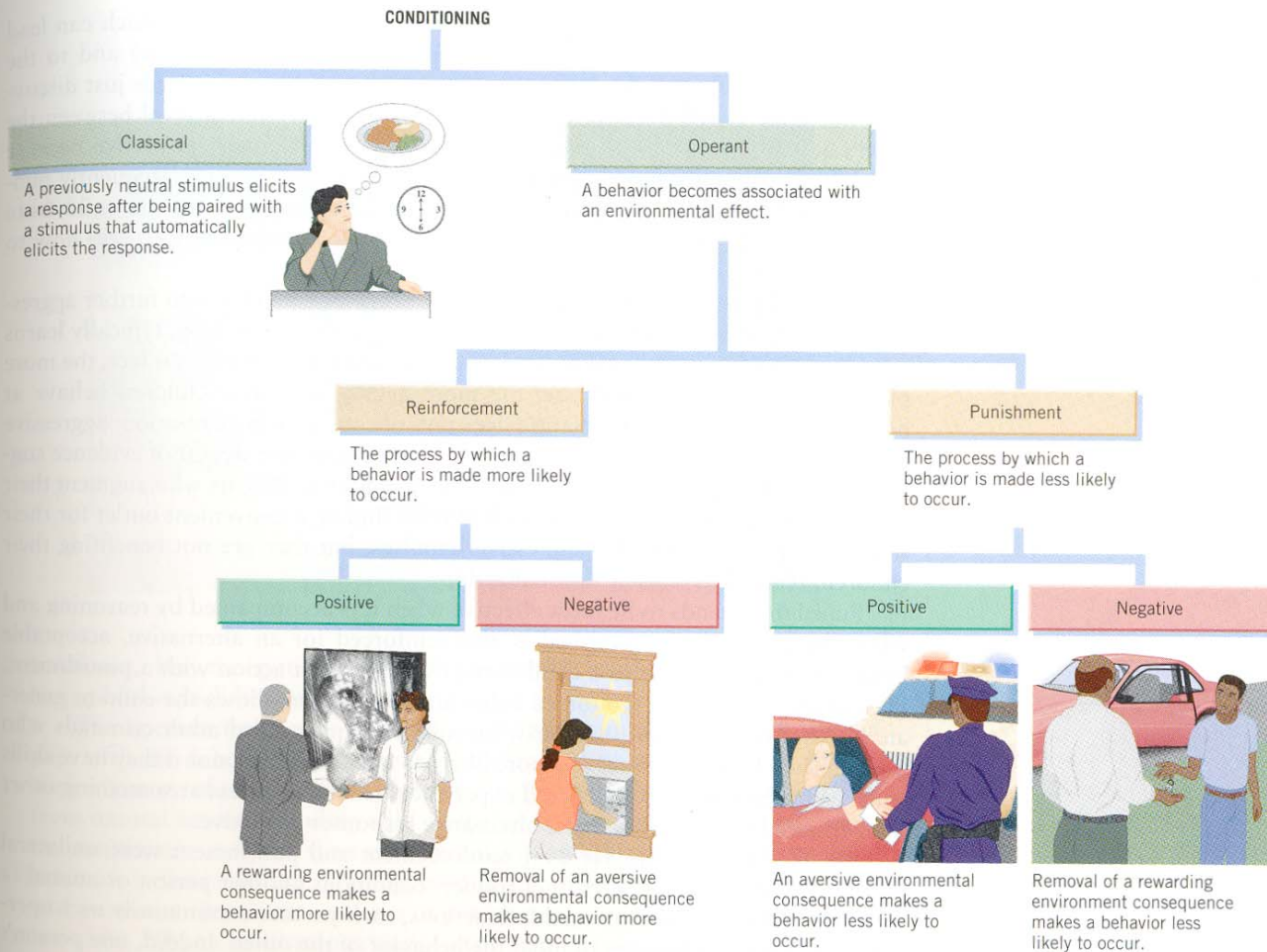


<p style="text-align: center;"><u>Classical Conditioning</u></p> <ul style="list-style-type: none"><li>• What is learning?</li><li>• What is conditioning?</li><li>• Pavlov and the Dogs<ul style="list-style-type: none"><li>○ UCS</li><li>○ UCR</li><li>○ NS</li><li>○ CS</li><li>○ CR</li></ul></li><li>• Other examples of classical conditioning</li></ul>	<p style="text-align: center;"><u>Operant Conditioning</u></p> <ul style="list-style-type: none"><li>• Operant Conditioning—Learned Helplessness<ul style="list-style-type: none"><li>○ Description</li><li>○ Example</li><li>○ Broader examples</li></ul></li><li>• Operant Conditioning—Schedules of Reinforcement<ul style="list-style-type: none"><li>○ Description</li><li>○ Examples</li><li>○ Influence on behavior</li></ul></li></ul>
<p style="text-align: center;"><u>Operant Conditioning</u></p> <ul style="list-style-type: none"><li>• Reinforcement<ul style="list-style-type: none"><li>○ Examples</li></ul></li><li>• Punishments<ul style="list-style-type: none"><li>○ Examples</li></ul></li><li>• Positive and negative reinforcement<ul style="list-style-type: none"><li>○ Examples</li></ul></li><li>• Positive and negative punishment<ul style="list-style-type: none"><li>○ Examples</li></ul></li><li>• Problems with punishments</li><li>• Alternatives to punishments</li></ul>	<p style="text-align: center;"><u>Observational Learning</u></p> <ul style="list-style-type: none"><li>• Albert Bandura and the Bobo Doll</li><li>• Cognitive process that influence imitation</li><li>• Factors that increase the likelihood of imitation</li></ul>
<p style="text-align: center;"><u>Classical versus operant conditioning</u></p> <ul style="list-style-type: none"><li>• Differences between operant and classical conditioning</li><li>• Group work: Identify examples of classical conditioning</li></ul>	

## Differences Between Classical and Operant Conditioning (see table 5.5, page 228)

<h3 style="text-align: center;">Classical Conditioning</h3>  <p><b>Before Conditioning</b> Prior to conditioning, the dog notices the bell ringing, but does not salivate. Here, the bell is a neutral stimulus. Food placed in the dog's mouth (the UCS) naturally produces the salivation reflex (the UCR).</p> <p><b>During Conditioning</b> In the conditioning phase, the neutral stimulus (the ringing bell) is repeatedly sounded immediately before food is placed in the dog's mouth (the UCS), which produces the natural reflex of salivation (the UCR).</p> <p><b>After Conditioning</b> The ringing bell is no longer neutral. It is now called a CS because, when the bell is rung, the dog reacts with a conditioned reflex. It salivates even though no food is present. The salivation response is now called a CR.</p> <th data-bbox="802 415 1435 1167"> <h3 style="text-align: center;">Operant Conditioning</h3>  <p style="text-align: right;">Response becomes more likely</p> </th>	<h3 style="text-align: center;">Operant Conditioning</h3>  <p style="text-align: right;">Response becomes more likely</p>
<p>In classical conditioning, the organism learns an <i>association between two stimuli</i>—the CS and UCS (eg. food and tone)—that occurs before the behavior (eg. salivation).</p>	<p>In operant conditioning, the organism learns an association between <i>behavior and its consequences</i>. Behavior changes because of events that occur <i>after</i> it.</p>
<p>Classical conditioning usually deals with reflexive or involuntary responses such as physiological or emotional responses.</p>	<p>Operant conditioning usually deals with voluntary behaviors such as active behaviors that operate on the environment.</p>

Although classical and operant conditioning are different processes, many learning situations involve bot



**FIGURE 5.8**  
*Conditioning processes. Behaviorists distinguish two kinds of conditioning, classical and operant. In operant conditioning, the environment influences behavior through reinforcement and punishment.*

## **Classical Conditioning**

The basic learning process that involves repeatedly pairing a neutral stimulus with a response-producing stimulus until the neutral stimulus elicits the same response (page 192).

### **Examples from your text:**

- Pavlov's dogs
- Little Albert
- Feeling good (the response) when you hear a song (the stimulus) on the radio that is connected to a special time you've had.
  - Erv's fear of the attic (see page 189)
  - Original stimulus = dying (UCS)
  - Original response = fear (UCR)
  - New (learned) stimulus = attic (CS)
  - New (learned) response = fear (CR)
- Dr Pepper commercial with Garth Brooks, attractive women and a picnic

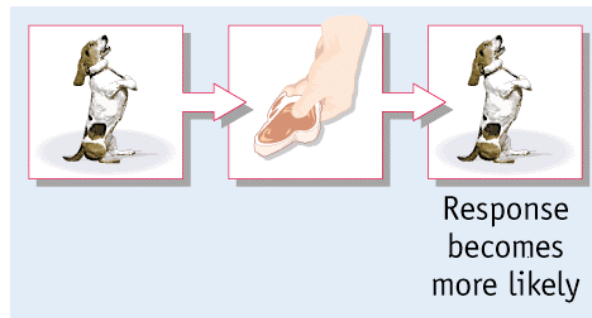
## Operant Conditioning

Operant conditioning is the basic learning process that involves changing the probability that a response will be repeated by manipulating the consequences (reinforcements or punishments) of that response.

### Reinforcements

A consequence that follows a behavior that makes that behavior more likely to occur in the future.

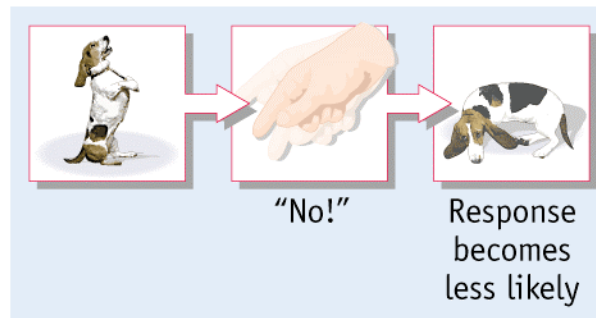
Behaviors that are reinforced are more likely to occur.



### Punishments

A consequence that follows a behavior that makes that behavior less likely to occur in the future.

Behaviors that are punished are less likely to occur.



Reinforcements and punishments are defined by the effect they produce.

- Money is not a reinforcement if it doesn't increase behavior.
- Spankings are not punishments if they don't modify behavior (in some cases they are reinforcements because they increase the likelihood of behavior).

Check your understanding of the usual differences between classical conditioning and operant conditioning by indicating the type of conditioning process involved in each of the following examples. In the space on the left, place a

- **C** if the example involves classical conditioning,
- **O** if it involves operant conditioning, or
- **B** if it involves both.
- **N** if not sure

1. Whenever Marcia takes her dog out for a walk, she wears the same old blue windbreaker. Eventually, she notices that her dog becomes very excited whenever she puts on this windbreaker.
2. *The Creatures* are a successful rock band with three hit albums to their credit. They begin their U. S. tour featuring many new, unreleased songs, all of which draw silence from their concert fans. The same fans cheer wildly when *The Creatures* play any of their old hits. Gradually, the band reduces the number of new songs it plays and starts playing more of the old standbys.
3. When Cindy and Mel first fell in love, they listened constantly to *The Creatures'* hit song *Transatlantic Obsession*. Although several years have passed, whenever they hear this song, they experience a warm, romantic feeling.
4. For nearly 20 years Ralph has worked as a machinist in the same factory. His new foreman is never satisfied with his work and criticizes him constantly. After a few weeks of heavy criticism, he experiences anxiety whenever he arrives at work. He starts calling in sick more and more frequently to evade this anxiety.