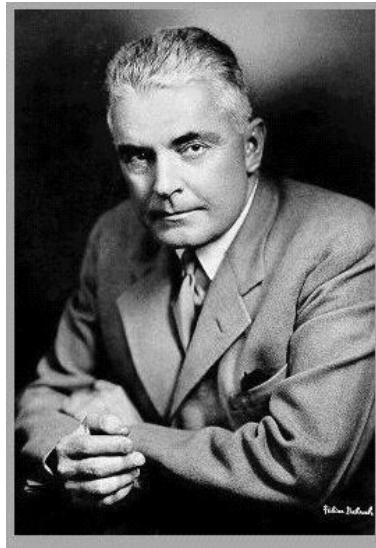


Unit 3

Learning



Ivan Pavlov



John B. Watson



B.F. Skinner



CRAIG SWANSON © WWW.PERSPICUITY.COM



Name _____

SuperNanny – Part 1

After watching today's clip of SuperNanny, complete the chart below.

Andrew's negative behaviors	What would YOU do as Andrew's parent?

What do YOU think would be the overall MOST EFFECTIVE parenting technique to use with this child? Why?

What do YOU think would be the LEAST EFFECTIVE parenting technique to use with this child? Why?

Reinforcement vs. Punishment

For each example below, identify if it represents:

Positive Reinforcement (PR)

Negative reinforcement (NR)

Punishment (PUN)

1. _____ Police pulling drivers over and giving prizes for buckling up
2. _____ Suspending a basketball player for committing a flagrant foul
3. _____ A soccer player rolls her eyes at a teammate who delivered a bad pass
4. _____ A child snaps her fingers until her teacher calls on her
5. _____ A hospital patient is allowed extra visiting time after eating a complete meal
6. _____ Receiving a city utility discount for participating in a recycling program
7. _____ Grounding a teenager until his or her homework is finished
8. _____ Scolding a child for playing in the street
9. _____ A prisoner loses TV privileges for one week for a rule violation
10. _____ A parent nagging a child to clean up her room
11. _____ A rat presses a lever to terminate a shock or a loud tone
12. _____ A professor give extra credit to student with perfect attendance
13. _____ A dog is banished to his doghouse after soiling the living room carpet
14. _____ A defendant is harassed and tortured until he confessed
15. _____ A young child receives \$5 for earning good grades in school
16. _____ A mother smiles when her child utters "mama"
17. _____ A child is put into "time out" for misbehaving
18. _____ Employee of the month gets a reserved parking space
19. _____ At a party, a husband becomes sullen when his wife flirts with a colleague
20. _____ A women watching a football game offers her child candy to play quietly



Schedules of Reinforcement

Identify the reinforcement schedule illustrated in the following examples by placing the appropriate abbreviations in the blank next to the example.

Use the following codes:

Fixed Ratio (FR)

Variable Ratio (VR)

Fixed Interval (FI)

Variable Interval (VI)

- _____ Getting a paycheck every other week
- _____ Pop quizzes
- _____ Slot machines at gambling casinos
- _____ A factory worker who is paid on piece work
- _____ Fly fishing: casting and reeling back several times before catching a fish
- _____ A salesperson who gets paid on commission
- _____ Calling a friend and getting a busy signal because he or she is frequently on the phone
- _____ Signaling with your thumb when hitchhiking
- _____ Doing 20 pushups to help stay fit
- _____ Random drug testing
- _____ Child screams and cries in a store to get what he wants, every so often it works
- _____ Surfer waiting for the perfect wave to ride in
- _____ Frequent flyer program rewards after flying X amount of miles
- _____ Collecting bottles, cans or other recyclable items for cash
- _____ Buying lottery tickets
- _____ A worker receives \$1 for every 100 envelopes stuffed and sealed
- _____ Looking under rocks for worms
- _____ Selling a product door to door
- _____ Watching for shooting stars
- _____ Getting clothes out of the dryer once it buzzes





Classical Conditioning- Advertising Slogans

Slogan

1) 773-202- _____.

2) F-R-E-E that spells FREE _____.

3) Have it your way.

4) Just Do It.

5) It's all inside.

6) Save big money at _____.

7) So fast you'll freak.

8) Eat Fresh.

9) Silly rabbit _____ are for kids.

10) They'reeee Greeaaatt.

11) I'm lovin' it!

12) Like a good neighbor _____ is there.

13) Taste the rainbow.

15) We never stop working for you.

16) Mmm Mmmm good.

17) It's not fast food, it's _____.

18) Priceless.

19) You're in good hands.

20) Yo quiero _____.

21) I don't want to grow up, I'm _____.

22) Finger lickin' good.

23) Because I'm worth it.

24) Let your fingers do the walking.

Commercial



Name: _____

CLASSICAL CONDITIONING VIDEO

<http://tinyurl.com/kajcgya>

1. Who was Ivan Pavlov? Why is he important to the field of psychology?
2. What was Pavlov initially studying?
3. What reflex did he find in his dogs?
4. What other stimuli did Pavlov use to manipulate his dogs' salivary reactions?
5. What does it mean when we say a stimulus and a response are "unconditioned?"
6. How do we know conditioning has taken place?
7. What happens to the learned response over time if no natural stimulus is present?

Classical Conditioning Practice Worksheet

1. While George was having a cavity filled by his dentist, the drill hit a nerve that had not been dulled by anesthetic, a couple of times. Each time he cringed in pain. George now gets anxious each time he sees the dentist.

What is the:

Unconditioned stimulus: _____

Unconditioned response: _____

Conditioned stimulus: _____

Conditioned response: _____

2. Every time a psychology instructor enters the classroom, she goes straight to the board to write an outline on it. Unfortunately, she has long finger nails and each time she writes the outline, her nails screech on the board, making students cringe. After a few weeks of this, students cringe at the sight of the teacher entering the classroom.

What is the:

Unconditioned stimulus: _____

Unconditioned response: _____

Conditioned stimulus: _____

Conditioned response: _____

3. Fanny eats fried chicken that has e coli in it and ends up vomiting for hours that night. Luckily she recovers within a day, but now just the thought (or the sight or the smell) of fried chicken makes her nauseous.

What is the:

Unconditioned stimulus: _____

Unconditioned response: _____

Conditioned stimulus: _____

Conditioned response: _____

4. Charlie has been humiliated in the past for doing poorly on tests. When that has happened, he would get so upset he would shake. Now when presented with a test, he begins to shake.

What is the:

Unconditioned stimulus: _____

Unconditioned response: _____

Conditioned stimulus: _____

Conditioned response: _____

5. At a football game, every time the home team scores a touchdown, the person behind you blasts an air horn near your ears causing you to wince. Unfortunately for you, the home team scores frequently. As the end of the game nears, the home team scores a touchdown, and even though the inconsiderate fan behind you has left, you still wince.

What is the:

Unconditioned stimulus: _____
Unconditioned response: _____
Conditioned stimulus: _____
Conditioned response: _____

6. Fred has a fluffy down pillow with some of the down sticking out of the fabric. When he first tries out the pillow, a piece of down tickles his nose and he sneezes. He now sneezes every time he lays down on any kind of pillow.

What is the:

Unconditioned stimulus: _____
Unconditioned response: _____
Conditioned stimulus: _____
Conditioned response: _____

7. You ride a roller coaster and get sick afterward. Now, whenever you are near a roller coaster you feel queasy.

What is the:

Unconditioned stimulus: _____
Unconditioned response: _____
Conditioned stimulus: _____
Conditioned response: _____

YOUR TURN!

Come up with your own example of classical conditioning as you experience it in your everyday life.

Your example:

Unconditioned stimulus: _____
Unconditioned response: _____
Conditioned stimulus: _____
Conditioned response: _____

Name _____

SuperNanny – Part 2

While you finish watching the SuperNanny episode you should look for examples to apply to the following terms:

Term	Application (example) in episode
Reinforcement (tell me which kind you are using)	
Reinforcement (tell me which kind you are using)	
Punishment	
Modeling	

What SuperNanny would say about your own original parenting techniques that you wrote down last class (what was good, what was bad and WHY)?

Classical or Operant Conditioning?

You must decide if the following examples are Classical or Operant conditioning.

If it is Classical you must:

- Identify the UCS, UCR, CS, and CR.

If it is Operant you must:

- Identify the type of reinforcement (positive, negative or punishment)
1. You have a friend who keeps the temperature in her home so high that each occasion you visit her you find yourself perspiring. The last time you visited her you noticed that you began to perspire and become uncomfortable even before entering the house.
 2. A high school student has an instructor who, each class period, selected names at random from the roll book to answer questions about the previous assignments. The first few times the student's name was called in this manner, he had completed the assignments and had the correct responses. The instructor enthusiastically commended the student on each occasion. The student found himself studying the assignments for this class more frequently and with more eagerness than he did for other classes.
 3. A mother has a child who slams the door every morning and says "bye mom" as he hurries to leave for school, which causes her to flinch. Now the mother flinches every time her child says "bye mom."



4. While you are in school your stomach always begins to growl and you experience pangs of hunger at the sound of the noon bell.

5. In an experiment, rats were trained to select triangles from a set of cards with geometric figures. They were shown rectangles, squares, circles, and triangles. Every time they selected the triangle they were given a pellet of food.

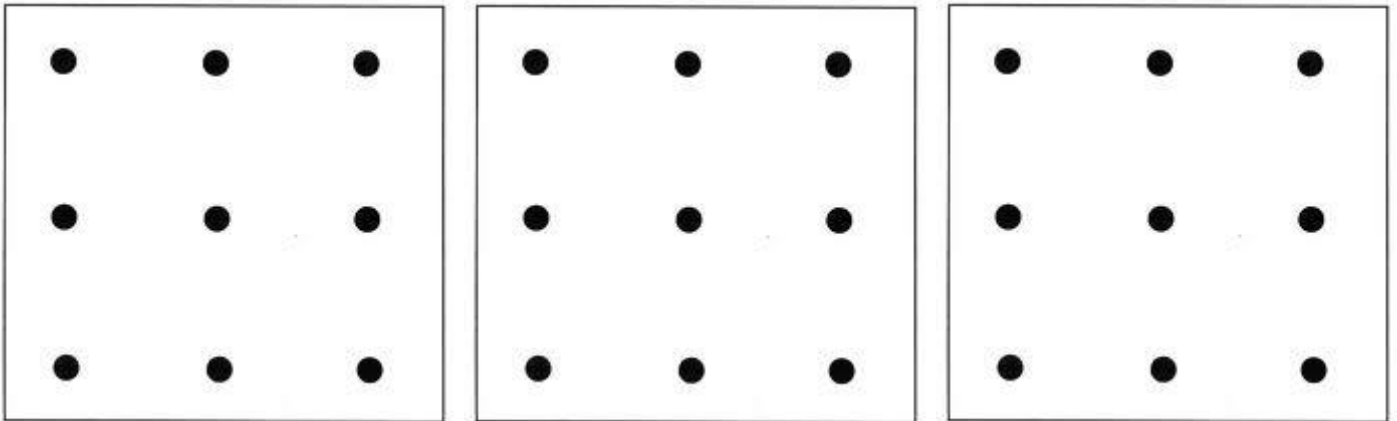
6. A dog is conditioned to bark only when a red light comes on by giving it a piece of food when it barks at the presentation of the red light.

7. At the age of three you had a shocking experience when you pushed a two pronged fork into an electric wall socket. Your mother said that for two years after the incident you would eat only with a spoon. When anyone tried to hand you a fork you became frightened and screamed.

8. To teach a hunting dog to retrieve birds without mangling them in its mouth, it is sent to retrieve a stuff bird that is filled with pins. The dog soon learned that chewing the bird means pain but that carrying it gently means petting and food.

Name: _____

LEARNING STATIONS



Station 1 work:

1. After at least two attempts- What learning style are you performing?
2. Which method of learning does the “Nine dot game” employ?

Station 2 work:

Your group example:

Example 1 diagram:

Example 2 diagram:

Station 3 work:

Your group example:

Example 1 diagram (identify UCS/UCR/CS/CR):

Dissecting Research

Behavioral Psychology is filled with many important experiments. Your job is to explore and become an expert on the experiment you were assigned. After reading through your study you will need to dissect it and prepare a Google Presentation to share with the class on your assigned date. Your power point should be between 4-5 minutes long.

Please include the following items in detail in your Google Presentation:

- Name of the study
- Key researchers (psychologists) involved in this study (include a photo)
- Purpose of the study
 - Refer to the type of learning they were studying (operant, classical, etc.)
- Procedure
 - Be sure to explain how this study worked in a clear manner. What did they do?
 - What important vocabulary did you
 - If a visual will help, be sure to include it
- The results of this study – be specific!! If statistics or other data is presented, include it!
- Did this research follow all ethical guidelines? If not, which ones were violated? **(this is not a yes or no question—explain yourself)**
- How is this study relevant to our current unit? Give two examples of how the knowledge gained from this experiment is seen in the real world.

Each member in your group must participate in the presentation and you must be present and ready on your assigned due date.

Studies and due dates:

Thorndike & Law of Effect — _____
 Skinner & Operant Conditioning — _____
 It's Not Just About Salivating Dogs — _____
 Little Emotional Albert — _____
 Garcia & Taste Aversions — _____
 Learning to Be Depressed — _____
 See Aggression, Do Aggression — _____

Dissecting Research Rubric

Pt. Value	Description
/1	Name of study
/2	Key researchers of study & picture
/3	Discussion of purpose of the study
/2	Correctly identified which type of learning was studied
/6	CLEAR explanation of the procedure (How did the experiment work? What did they do?)
/4	Results of the study (must verbally explain-what did we learn?)
/4	Ethical guidelines addressed
/6	Study's relevance and two examples in real life
/2	Group participation & verbal presentation quality (no reading from slides!!)
/ 30	Total

Terms for Flashcards Unit 3:

Learning

Classical conditioning	Unconditioned response (UR)	Shaping
Ivan Pavlov	Conditioned response (CR)	Law of effect
Unconditioned stimulus (UCS)	Operant conditioning	Edward Thorndike
Conditioned stimulus (CS)	B.F. Skinner	Continuous reinforcement
Positive reinforcement	Behavioral modification	Fixed interval
Negative reinforcement	Variable Interval	Fixed ratio
Punishment	Variable Ratio	Extinction
Spontaneous recovery	Generalization	Discrimination
Primary reinforcer	Secondary reinforcer	Social learning
Albert Bandura	Latent learning	John Watson

Pick 15 terms from the above list that you are least familiar/comfortable with.

If you choose to have 1 term on the card:

1. **Define** the term IN YOUR OWN WORDS. Try and keep the definition short, meaningful, and something that you can remember.
2. **Draw** a picture that demonstrates the term OR describe a personal example.

If you choose to have more than 1 term on the card:

1. **Front:** List the terms you plan to connect.
2. **Back:** Explain how these key ideas/concepts/people connect together. There must be an explanation of connections.

