Chapter 8 - Learning

Association - We learn by association
- Our minds naturally connect events that occur in sequence
- Associative Learning - learning that two events occur together
- two stimuli - a response and its consequences

Association

Learning Processes: Classical conditioning, Operant conditioning, Observational Learning

Classical Conditioning
- Ivan Pavlov
- 1849-1936
- Russian physician/ neurophysiologist
- Nobel Prize in 1904
- studied digestive secretions

Pavlov’s Dogs - Digestive reflexes and salivation

Pavlov’s Classic Experiment Classical Conditioning

Classical Conditioning Phenomenon
- Generalization
- Discrimination training
- Extinction
- Spontaneous recovery
- Acquisition

Behaviorism
- John B. Watson

Operant Conditioning
- Definition
- Law of Effect
- Operant Behavior
- Respondent Behavior
- B.F. Skinner (1904-1990)
- Operant Chamber
- Skinner Box
- Reinforcer
Shaping

Ways to increase behavior:
■ Positive Reinforcement
■ Negative Reinforcement

Principles of Reinforcement
■ Primary Reinforcer
■ Conditioned Reinforcer

Schedules of Reinforcement
■ Continuous Reinforcement
■ Partial (Intermitent) Reinforcement

Punishment

Types of Punishers:
■ Positive Punishment
■ Negative Punishment

Cognition and Operant Conditioning
■ Intrinsic Motivation

■ Extrinsic Motivation

Classical vs. Operant Conditioning
CLASSICAL
■ Stimulus precedes the response and elicits it
■ Elicited responses
■ Learning as a result of association
■ Pavlov

OPERANT
■ Stimulus follows the response and strengthens it
■ Emitted responses
■ Learning as a result of consequences
■ Skinner
Observational Learning
■ Observational Learning
■ Modeling
■ Prosocial Behavior
■ Albert Bandura