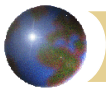


Behavioral and Social Learning Theories

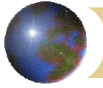
Chapter 7



Classical Conditioning

- ⊕ Pavlov's Experiment
- ⊕ Unconditioned Stimulus (UCS)
 - ⊠ Food
- ⊕ Unconditioned Response (UCR)
 - ⊠ Salivation
- ⊕ Conditioned Stimulus (CS)
 - ⊠ Sound
- ⊕ Conditioned Response (CR)
 - ⊠ Salivation





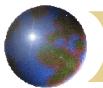
“Little Albert”

✦ UCS

✦ UCR

✦ CS

✦ CR



Other Important Terms

✦ Stimulus generalization

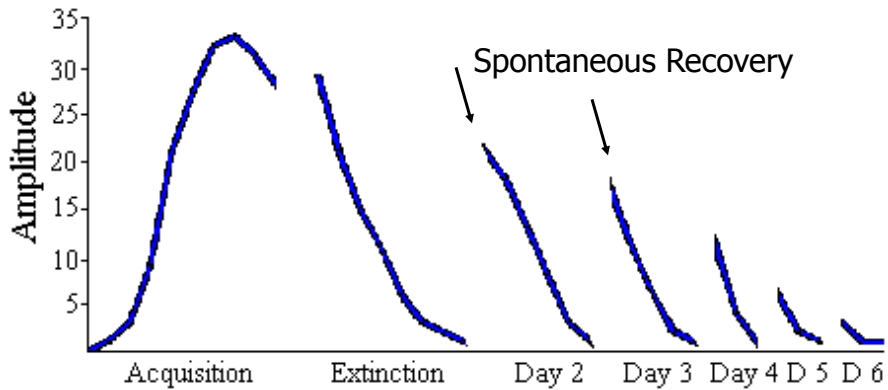
✦ Stimulus discrimination

✦ Extinction





✦ Spontaneous Recovery



Pavlovian Conditioning Results



Operant Conditioning

	Reinforcement	Punishment
+	Add something pleasurable to the environment, increase the probability that the behavior will occur again. 	Add something aversive to the environment, decrease the probability that the behavior will occur again. 
-	Remove something aversive from the environment, increase the probability that the behavior will occur again. 	Remove something pleasurable from the environment, decrease the probability that the behavior will occur again. 



Examples

⊕ Positive
Reinforcement

⊕ Positive Punishment

⊕ Negative
Reinforcement

⊕ Negative
Punishment



⊕ Extinction

⊕ Extinction Burst

⊕ Spontaneous Recovery



Applications

✦ Superstitious
Behavior

✦ Learned
Helplessness



Schedules of Reinforcement

	Variable	Fixed
Interval	Varying amount of time must pass before response will be reinforced.	Constant amount of time must pass before response will be reinforced.
Ratio	Varying number of responses required to earn reinforcement.	Constant number of responses required to earn reinforcement.



Behavior Modification

- ✦ Shaping
- ✦ Time-out
- ✦ Response Cost
- ✦ Token Economies
- ✦ Behavior Contract (Contingency Contract)



Social Learning Theory-Bandura

- ✦ Attention
- ✦ Retention
- ✦ Production
- ✦ Motivation