

## Modules 20-22 Learning



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### Assumptions of Behaviorism

- ◆ The study of only:
  - Observable, measurable behaviors
  - NOT mental processes
  - If you can't see it, you can't study it!
- ◆ Determinism
  - Behaviors have causes that we can understand through scientific method
- ◆ Behavior is predictable
- ◆ Power of the environment!
  - Responses from the environment determine the frequency of a behavior

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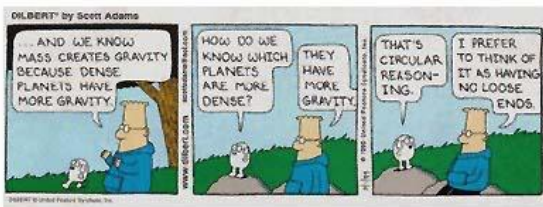
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### Assumptions of Behaviorism

- ◆ Mental explanations are ineffective
  - Avoid circular reasoning



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## Classical Conditioning

### ◆ Pavlov's Experiment

- ◆ Unconditioned Stimulus (UCS)
  - Food
- ◆ Unconditioned Response (UCR)
  - Salivation
- ◆ Conditioned Stimulus (CS)
  - Sound
- ◆ Conditioned Response (CR)
  - Salivation



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## "Little Albert"

◆ UCS

◆ UCR

◆ CS

◆ CR



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## Other Important Terms

- ◆ Stimulus discrimination
- ◆ Stimulus generalization
- ◆ Higher Order Conditioning

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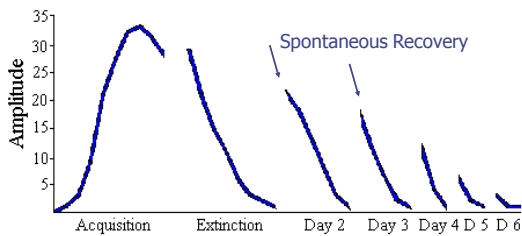
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# Pavlovian Conditioning Results



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# Operant Conditioning



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# 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.

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## Examples



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## Examples



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## Examples



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## Examples



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## Practice

- ◆ Member's of the Bellaruss Olympic men's hockey team were given a \$22,000 bonus each for beating Sweden in the semi-final game.
- ◆ A child acts up in class during independent seat work. Each time the child's disruptive, the teacher comes over and reprimands the child. The child's behavior has been getting worse.

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## Practice

- ◆ When I first went away to college my mom would call me on Sat. morning and wake me up. I hated this and so I began telling her I still sleeping and immediately hanging up the phone. Now she NEVER calls me in the morning.
- ◆ A student who gets an A on every exam does not have to take the comprehensive final.
- ◆ One day I was backing out of the driveway while talking on the phone and I hit the mailbox. It cost me \$450 to fix the damage to my car and replace the mailbox.

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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.

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