

BASIC LEARNING & CLASSICAL CONDITIONING

Module 18

WHAT IS LEARNING?

- Process of acquiring new & enduring information or behaviors
- Our ability to learn leads us to our adaptability
 - Allows us to evolve more and more

COGNITIVE LEARNING

- Acquisition of mental information through observation or language
- Observational learning – learning from others' experiences

ASSOCIATIVE LEARNING

- Linking 2 or more events that occur close together

CLASSICAL CONDITIONING

- Ivan Pavlov – classical conditioning
 - The drooling dog and bell experiment
- John B. Watson – behaviorism
 - Psychology should be objective
 - Observation & prediction of behavior

ELEMENTS OF AN EXPERIMENT

- NS – neutral stimulus (bell before learning)
- US – unconditioned stimulus (food)
- UR – unconditioned response (drooling @ food)
- CS – conditioned stimulus (bell after learning)
- CR – conditioned response (drooling @ bell)

CLASSICAL CONDITIONING

- Note: In Classical Conditioning there is no reward or punishment for behavior. Just a connecting of two otherwise unconnected items.
- Rewards and punishments come with "Operant Conditioning"

TRY IT

- Situation: Your newly adopted dog shrinks back every time she sees a broom. You find out later that her old owners used to beat her with a broom. Determine the NS, US, UR, CS, and CR.

TERMS FOR CLASSICAL CONDITIONING

- Acquisition: Initial learning of an association
- Extinction: The diminishing of a conditioned response when the expected pattern is broken
- Spontaneous Recovery: The reappearance of an extinguished CR – it usually reappears weaker than before
- Generalization: When a new stimuli similar to the 1st acquired stimuli elicits a similar CR
- Discrimination: learned ability to distinguish between a CS & one that is not the same

WHY IS PAVLOV IMPORTANT?

- 1) Because he learned that classical conditioning is one way that species adapt to their environment.
- 2) Because he proved that learning can be studied subjectively. It doesn't have to be all assumptions and guesses.

ETHICS IN PSYCHOLOGY

What would be an example of ethical behavior in experimental psychology?

What would be an example of unethical behavior in experimental psychology?