

Psychology 100 Notes

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Applications of Classical Conditioning

- Attitudes (preferences: foods, people, etc.)
 - hence, many personality traits
- some fears
- Watson's "Little Albert" learned to fear white rats

Operant Conditioning

Operant Conditioning - the consequences of behavior influence the behavior's occurring again

- Trial-and-error learning (a simple form)

Antecedent events: preceding the behavior Behavior itself Consequences:
following the behavior

B.F. Skinner believed that the most powerful influences on behavior are
its consequences

Classical conditioning - associating of two stimuli (UCS + CS) before
the response or behavior *Operant conditioning* - reinforcing (reward) or
punishing stimulus after a response or behavior *Reinforcement* - Increas-
ing the frequency/probability of a behavior *Punishment* - Decreasing the
frequency/probability of a behavior

Reinforcers & punishers are defined by what they DO, not what they
are

Reinforcer Stimuli

Positive Reinforcer -

- increases the probability of a response happening again
- by its presentation after the response

Negative Reinforcer - (usu. unpleasant)

- increases the probability of a response happening again
- by its removal, contingent upon the response

Primary reinforcers -

- innate basis
- biological value to an organism
- (food, sex, etc.)

Secondary reinforcers -

- acquire their reinforcing power
- by association with primary reinforcers
- (money, etc.)

Reinforcement Schedules

Continuous reinforcement - All correct responses are reinforced *Intermittent*

reinforcement - Some, but not all, correct responses are reinforced

Contingencies of Reinforcement

Extinction - In operant conditioning, weakening a learned response by removing reinforcement how does this differ from extinction in classical conditioning?

Shaping & Self-Control

Shaping - teaching a new behavior by reinforcing responses that approximate it

- Successive approximations are reinforced

Self-control processes (behavioral)

- behavioral methods, NOT cognitive

Punishment

Decreasing the probability of a behavior *Punishment by Application* (“*positive*”) - Applying an aversive stimulus after a response *Punishment by Withdrawal* (“*negative*”) - Removing an attractive stimulus after a response How does this differ from negative reinforcement?