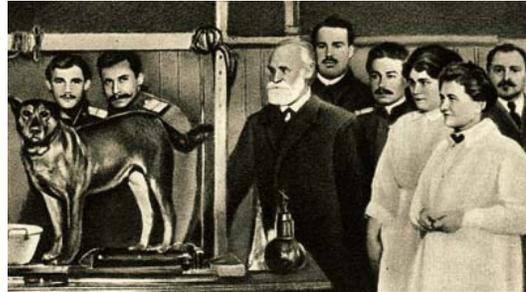


Basic Forms of Learning

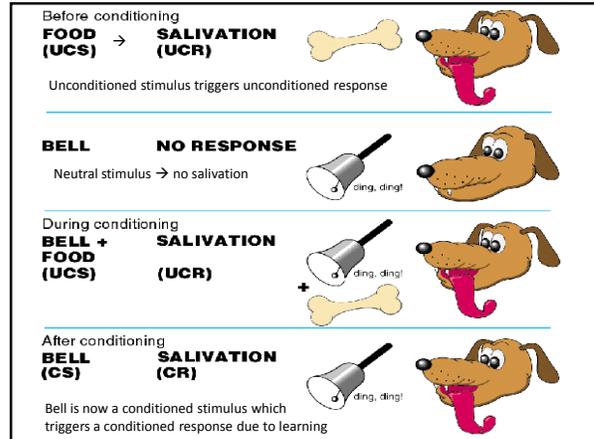
- Learning – a relatively enduring change in behavior as a result of previous experience
- The most basic forms of learning occur automatically, subconsciously – without any particular effort on our part.
- 2 forms of basic learning or “conditioning” involve learning associations between environmental events or stimuli and our behavioral responses

Ivan Pavlov Classical Conditioning or Pavlovian Conditioning



Classical Conditioning

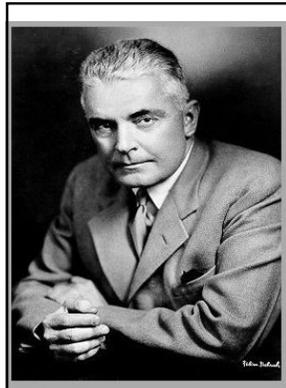
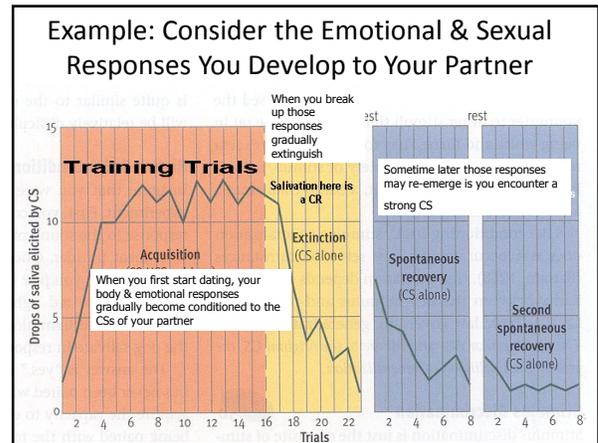
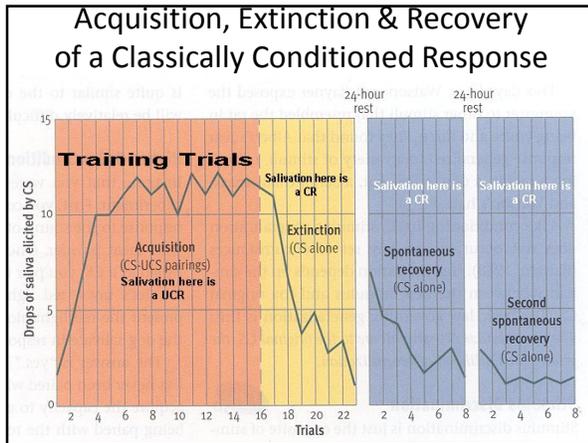
- We automatically learn what stimuli are usually associated with situations that demand a reflexive bodily or emotional response. Those stimuli come to trigger the body’s response.
- Classical conditioning is useful because learning to predict what’s coming allows the body to get ready ahead of time.



Evidence of Learning

- After repeated pairings, Bell Ringing (on its own) produced salivation.
- That response (e.g. salivating to the sound of a bell) would never occur if learning had not taken place. It is a “conditioned (learned) response” (CR).

- Classical conditioning is not just about drooling dogs – it’s the basis for all sorts of learned (conditioned) bodily and emotional responses as well.



John B. Watson

- And the tale of Little Albert

<http://www.youtube.com/watch?v=Xt0uXOrPQE>

Remember:

- Classical conditioning always begins with a stimulus (UCS) that triggers an unavoidable reflexive or emotional response of the body (UCR)
- Other neutral stimuli that regularly precede or accompany the UCS register in memory.
- Then those stimuli become CS for a learned response (CR) similar to original UCR.

Much of advertising is based on trying to build an association between a product and a UCS that naturally triggers a positive body response.

CS Products (e.g., autos)

UCS Attractive person

CR Pleasant emotional response UCR

Classical Conditioning Occurs in Just About Every Species

- Presenting a smell with sucrose → learned extension of proboscis to smell alone