

# Welcome to Behavioral Psychology!

Welcome to our training on behavioral psychology, where we explore the core principles that shape human behavior. This deck focuses on clear, handmade-style data visuals like scatter plots, Venn diagrams, and flowcharts set on textured pastel backdrops.

Get ready for an interactive experience that combines compelling visuals and real-world examples to enhance your understanding. A Q&A session will follow to deepen the discussion and address your questions.

# Classical Conditioning: Associations Matter

1

Stimulus (Bell)

The sound of the bell triggers an expectation.

2

Association

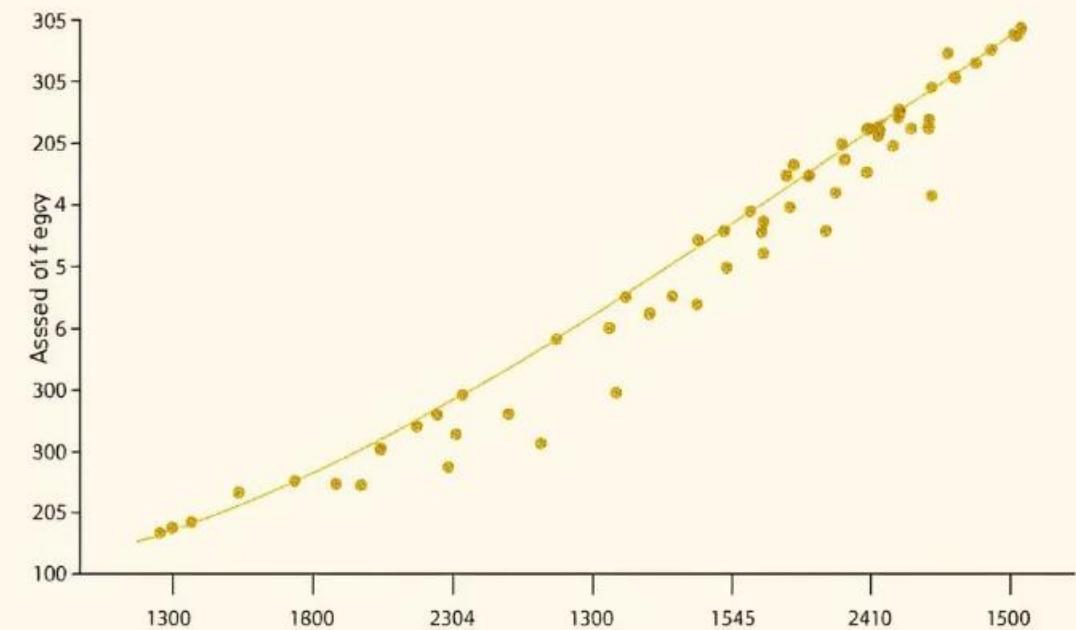
The bell becomes linked to food presentation.

3

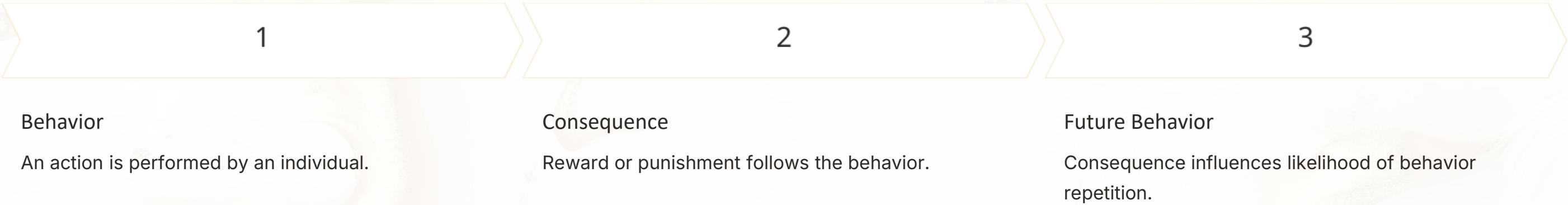
Response (Salivation)

The dog responds by salivating anticipating food.

Pavlov's classic experiment reveals how associations form behavior through repeated stimulus pairing. This principle extends to marketing, where a catchy jingle can create positive brand associations.

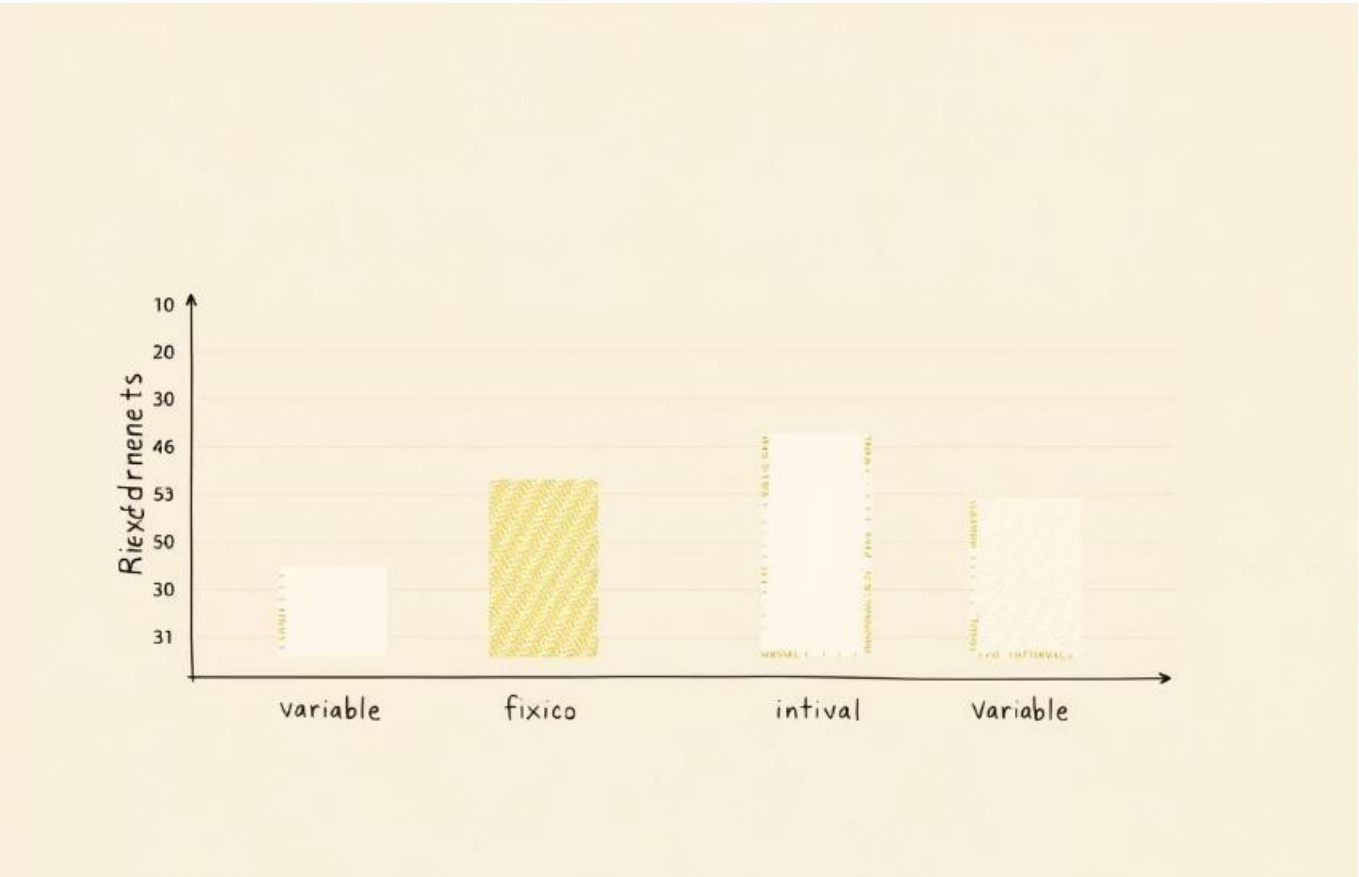


# Operant Conditioning: Consequences Shape Behavior



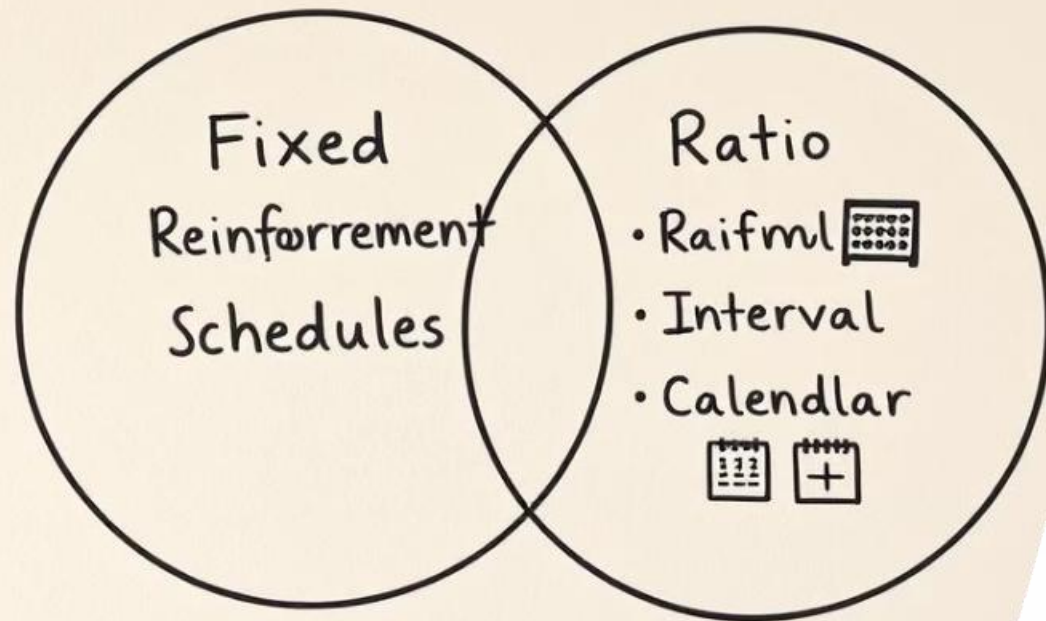
Skinner’s operant conditioning demonstrates how behavior is shaped by outcomes. Positive reinforcement increases behavior, while punishment decreases it.

Examples include employee bonuses to encourage productivity and disciplinary actions to reduce unwanted behavior.





# Reinforcement Schedules: Timing is Everything



Schedule	Effectiveness	Example
Fixed Ratio	High Response	Piecework pay
Variable Ratio	Very High Response	Slot machines
Fixed Interval	Moderate Response	Hourly wage
Variable Interval	Steady Response	Random drug tests

Understanding when and how often reinforcement occurs is crucial. Variable schedules create high, steady responses, which explains gambling's addictive power, while fixed schedules lead to predictable behavior patterns.

# Social Learning Theory: Learning by Observation

## Observation

Watching others perform behaviors.

## Retention

Storing observed information in memory.

## Reproduction

Performing the learned behavior.

## Motivation

Having a reason to imitate behavior.

Bandura's theory shows that people learn not just through reinforcement but by imitating others, especially when motivated. This principle powers leadership development and mentoring programs to shape positive behaviors.



## social learning theory



# Cognitive Behavioral Therapy (CBT): (CBT): Thoughts, Feelings, Actions Actions

## Identify Negative Thoughts

Recognize patterns causing distress.

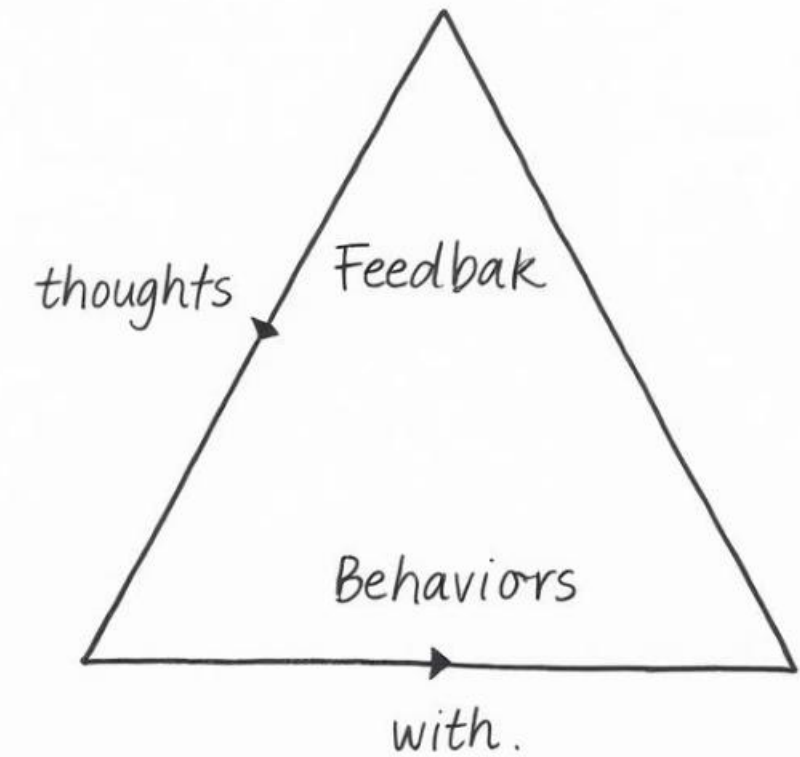
## Challenge Thoughts

Question distortions and replace them.

## Change Behaviors

Adopt actions that improve wellbeing.

CBT addresses the feedback cycles between thoughts, feelings, and actions, empowering individuals to restructure anxious or negative thinking. This therapeutic approach is effective for anxiety, depression, and many other mental health challenges.

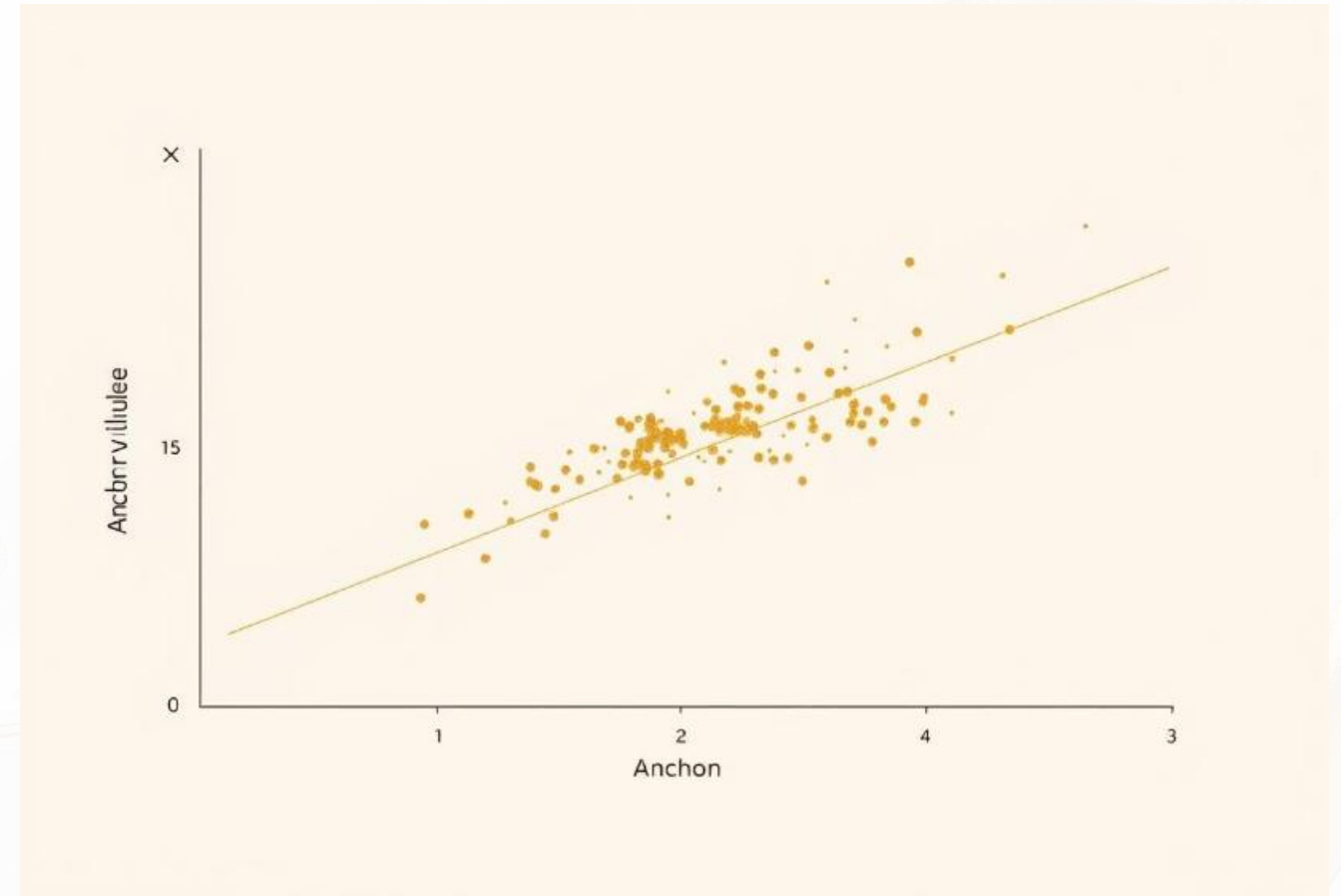




# Anchoring Bias: The Power of First Impressions

Anchoring bias influences decisions by relying heavily on the first piece of information encountered. Initial numbers or ideas serve as mental anchors, affecting subsequent judgments and estimates.

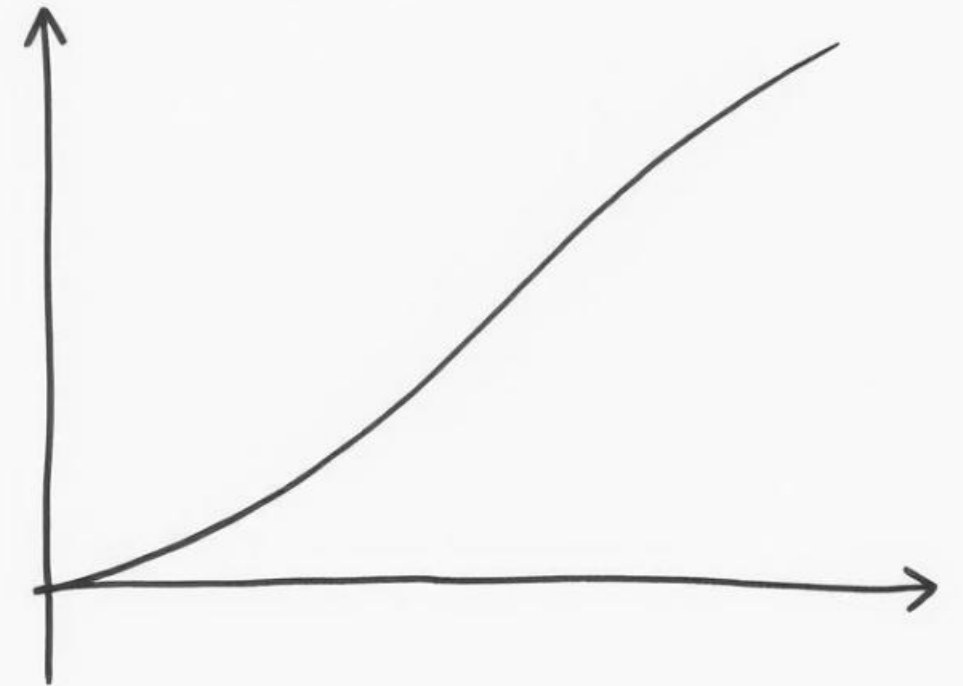
Negotiations for salaries and pricing strategies often use anchoring to set favorable terms by establishing early reference points.



# Loss Aversion: Pain of Losing > Pleasure of Gaining

Loss aversion describes how people feel the pain of losses much more intensely than the pleasure of equivalent gains. This principle explains why avoiding losses has a powerful influence on decision-making.

Marketers leverage this by framing messages around avoiding losses instead of just promising gains, increasing the perceived value and urgency to act.







## Putting it All Together: Real-World Applications

### Gamification

Applying operant conditioning and reinforcement to boost employee engagement through rewards and challenges.

### Social Learning

Promoting healthy behaviors in communities by modeling and mentoring positive actions.

### Benefits

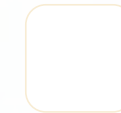
Increased motivation, better behavioral outcomes, and sustainable change.

# Q&A and Further Exploration



## Interactive Discussion

Ask questions, share insights, and explore complex behavioral psychology topics.



## Resources

Books, articles, and online courses for continued learning.



## Thank You!

We appreciate your engagement and look forward to your growth in behavioral psychology.

