

LEARNING

1

Psychology

Learning Outcomes

2

- *Operant Conditioning*
- *Reinforcing desired behavior*

- Very good...what a clever idea...fantastic...i agree...thank you...excellent...super...right on...this is the best paper you've ever written; you get an A...you are really getting the hang of it...I'm impressed...let me give you a hug...you're getting a raise...have a cookie...you look great...love you...

Operant Conditioning

4

- The term “**operant**” refers to the fact that an organism learns through responding-through operating on the environment.
- “Learning in which a **voluntary response** is strengthened or weakened, depending on its favorable or unfavorable consequences”.
e.g. working hard results in good grades.
- “The type of learning in which behaviors are emitted (in the presence of specific stimuli) to earn rewards or avoid punishment”.

Thorndike's Law of Effect

5

- Edward L. Thorndike in 1932:

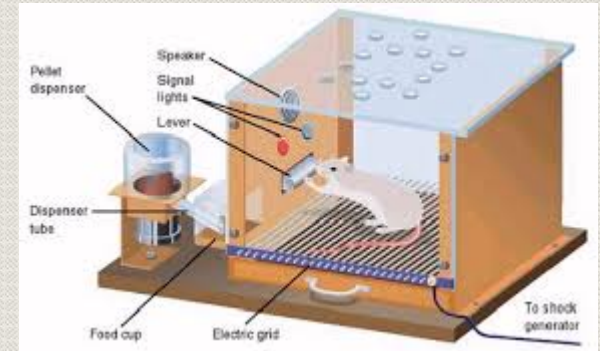
“Responses that lead to satisfying consequences are more likely to be repeated, and responses followed by negative outcomes are less likely to be repeated.”

- Hungry cat in puzzle box.....learning by **trial and error**.

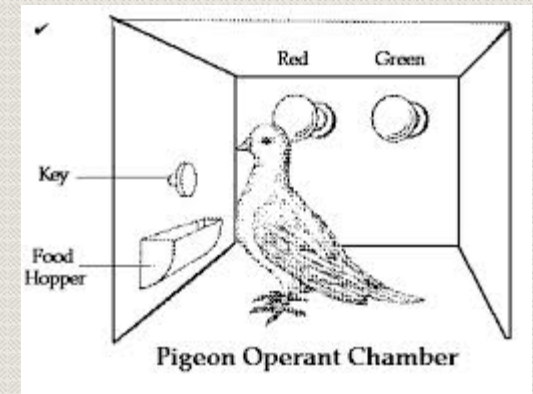
Skinner and Operant Behavior

6

- **Frederic Skinner** championed the laboratory study of the law of effect and advocated the application of behavior analysis and its methods to solving human problems.
- In case of humans, instead of giving their participant some food, points (like in a video game) or points exchangeable for money were given.



Operant Chamber



Reinforcing desired behavior

7

- **Reinforcement**

“The process by which a stimulus increases the probability that a preceding behavior will be repeated”.

- **Reinforcer**

“Any stimulus that increases the probability that a preceding behavior will occur again.”

- ✓ **Primary reinforcer**
- ✓ **Secondary reinforcer**

✓ **Primary reinforcer**

Satisfies some biological need and works naturally, regardless of a person's prior experience.

E.g. food

✓ **Secondary reinforcer**

Is a stimulus thus becomes reinforcing because of its association with a primary reinforcer.

E.g. Money

● ***Positive reinforcer***

“A stimulus added to the environment that brings about an increase in a preceding response”.

e.g.

- *Enjoyment of the food (pleasant stimulus) reinforces your going to restaurant and ordering dinner (the response).*
- *Paycheck (pleasant stimuli) that workers get at the end of a year to work harder (response)*

● **Negative reinforcer**

“An unpleasant stimulus whose removal leads to an increase in the probability that a preceding response will occur again in future”.

e.g.

- ***Lowering the volume of the speaker (unpleasant stimulus) relieves the problem (preceding response).***

***THANK YOU
HAPPY LEARNING STUDENTS!***