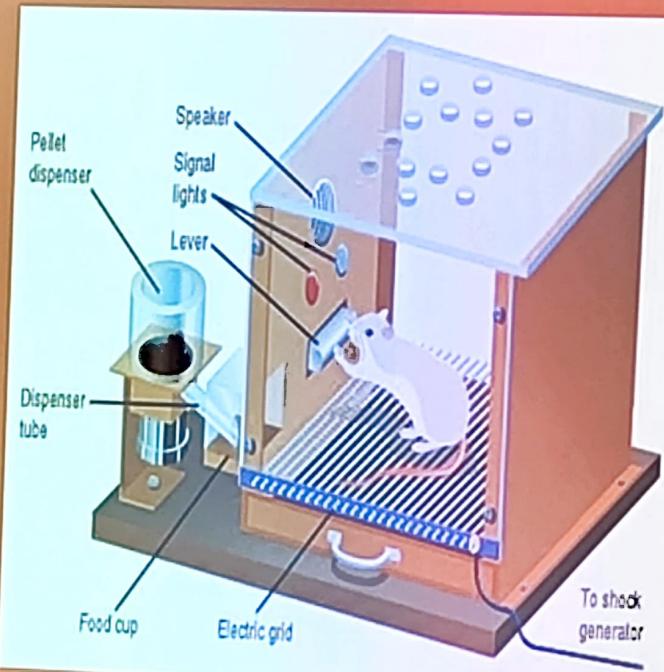


Skinner's – Operant Conditioning

- To B. F. Skinner, respondent behavior was less important than operant behavior.
- We are conditioned to respond directly to many stimuli in our environment, but not all behavior can be accounted for in this way.
- Much human behavior appears to be spontaneous and cannot be traced directly to a specific stimulus. Such behavior is emitted rather than elicited by a stimulus.
- When a food-deprived rat is placed in the box, its behavior at first is spontaneous and random. The rat is active, sniffing, poking, and exploring its environment. These behaviors are emitted, not elicited; in other words, the rat is not responding to any specific stimulus in its environment.
- At some time during this activity, the rat will depress a lever or bar located on one wall of the Skinner box, causing a food pellet to drop into a trough.
- The food is a reinforcer for the behavior of depressing the bar.



A woman in a pink dress stands on a stage, holding a microphone, presenting to an audience seated in rows of chairs. In the background, there is a wooden panel wall and a desk with a laptop and other equipment.

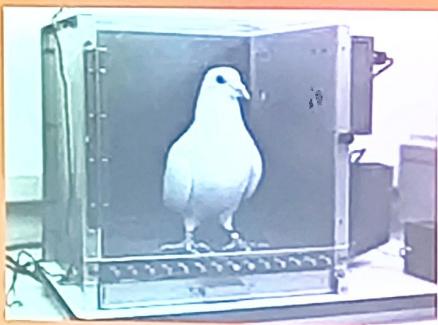
Operant Conditioning – Behavior Shaping

- Skinner believed that most human and animal behavior is learned through operant conditioning.
- E.g. learning among babies - An infant initially displays random, spontaneous behaviors, only some of which are reinforced (rewarded with food or hugs or toys, for example) by parents, siblings, or caregivers. As the infant grows, the positively reinforced behaviors, those of which the parents approve, will persist, whereas those of which the parents disapprove will be extinguished or discontinued. The concept is the same with the rat in the Skinner box.
- Thus, the organism's behavior operates on the environment. And in turn, the environment, in the form of reinforcement, operates on the organism's behavior.
- From infancy on, we display many behaviors, and those that are reinforced will strengthen and form patterns. This is how Skinner conceived of personality as a pattern or collection of operant behaviors.
- What other psychologists called neurotic or abnormal behavior was nothing more mysterious to Skinner than the continued performance of undesirable behaviors that somehow have been reinforced.



Successive Approximation: The Shaping of Behavior

- Animals and humans demonstrate many more complex operant behaviors that have a much lower probability of occurrence in the normal course of events.
- How are these complex behaviors learned?
- How can an experimenter or a parent reinforce and condition a pigeon or a child to perform behaviors that are not likely to occur spontaneously?



1. The pigeon was reinforced with food when it merely turned toward the designated spot.
2. Then reinforcement was withheld until the pigeon made some movement, however slight, toward the spot.
3. Reinforcement was given only for movements that brought the pigeon closer to the spot.
4. After that, the pigeon was reinforced only when it thrust its head toward the spot. Finally, the pigeon was reinforced only when its beak touched the spot.

Although this sounds like a time-consuming process, Skinner conditioned pigeons in fewer than 3 minutes.

- Skinners explanation of language acquisition in children.

New use: Pigeon collecting waste



Demonstration in shaping human behavior

Erich Fromm proved to have something to say about almost everything, but with little enlightenment. When he began to argue that people were not pigeons, I decided that something had to be done. On a scrap of paper I wrote [to a colleague]

"Watch Fromm's left hand. I am going to shape a chopping motion" . . . [Fromm] gesticulated a great deal as he talked, and whenever his left hand came up, I looked straight at him. If he brought the hand down, I nodded and smiled. Within five minutes he was chopping the air so vigorously that his wristwatch kept slipping out over his hand. (Skinner, 1983, pp. 150–151)"



Schedules of Reinforcement

- Skinner pointed out that in everyday life outside the psychology laboratory, our behavior is rarely reinforced every time it occurs (**continuous reinforcement**). E.g. babies, batsmen, bagger, singers, etc.
- 1. **Fixed-interval schedule:** interval might be 1 minute, 3 minutes, or any other fixed period of time. E.g. scheduled tests, monthly salary.
- 2. **Fixed-ratio schedule:** reinforcers are given only after the organism has made a specified number of responses. For example, the experimenter could reinforce after every 10th or 20th response. E.g. sales or produce jobs
- faster rate of responding than does the fixed-interval schedule.
- Nearly all reinforcement begins with continuous reinforcement then move towards intermittent.

Superstitious behaviour

- But everyday life doesn't always permit a fixed-interval or fixed-ratio reinforcement schedule.
 - 3. **Variable-interval schedule:** the reinforcer might appear after 2 hours in the first instance, after 11/2 hours the next time, and after 2 hours and 15 minutes the third time. E.g. fishing experiences
 - 4. **Variable-ratio schedule:** reinforced after every n^{th} response on the average.
3 – 6 – 10 , so on.
- After a high mean is reached, say 500, responses become extremely resistant to extinction.
- Extinction: the tendency of a previously acquired response to become progressively weakened upon non-reinforcement.
e.g. playing with slot machines.



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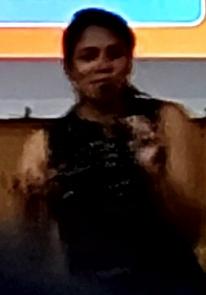
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e.g. playing with slot machines.



Which schedule of reinforcement would be least likely to become extinct?

- Compared with responses acquired on a continuous schedule, behavior trained on an intermittent schedule is much more resistant to extinction.



Module of reinforcement would be least likely to become extinct?

With responses acquired on a continuous schedule, training on an intermittent schedule is much more resistant to extinction.

Uses of Operant Conditioning

- **Token economies:** 40 psychotic female patients in a state mental institution was treated as a giant Skinner box (Ayllon & Azrin, 1968)

	=	1 point
Use your points to buy treats:		
 candy 5 points	 ipod break 8 points	 break area 5 points
 ipod break 10 points	 computer 10 points	 coloring break 8 points

- **In business and industry:**

- Behavior modification programs at major manufacturers, financial institutions, and government agencies
- Have been shown to reduce absenteeism, lateness, and abuse of sick-leave privileges, and to lead to improvements in job performance and safety, teach low-level job skills.
- Reinforcers used - pay, job security, recognition from supervisors, perks and status within the company, and the opportunity for personal growth.
- No attempt is made to deal with any alleged anxieties, repressed traumas, or unconscious motivating forces.
- The focus is on changing overt behavior- which reinforcer and which schedule



The Humanistic Theories

- Criticized Freud and others following the psychoanalytic tradition for studying only the emotionally disturbed side of human nature. They questioned how we could hope to learn about positive human characteristics and qualities if we focused on neuroses and psychoses.
- A psychology based on conditioned responses to stimuli depicts human beings as little more than mechanized robots, reacting to events in predetermined ways. The humanistic psychologists objected to this view, arguing that people are not big white rats or slow computers.
- Humanistic theories emphasize human strengths and aspirations, conscious free will, and the fulfillment of our potential.
- Describe people as active, creative beings concerned with growth and self-actualization.
- Known as: Third Force
- Maslow's theory: *being the best that one can be*
- Studied- successful, healthy people and not clinical patients
- Individuals have a strong motivating force to do good and to be good



Early Life of Maslow

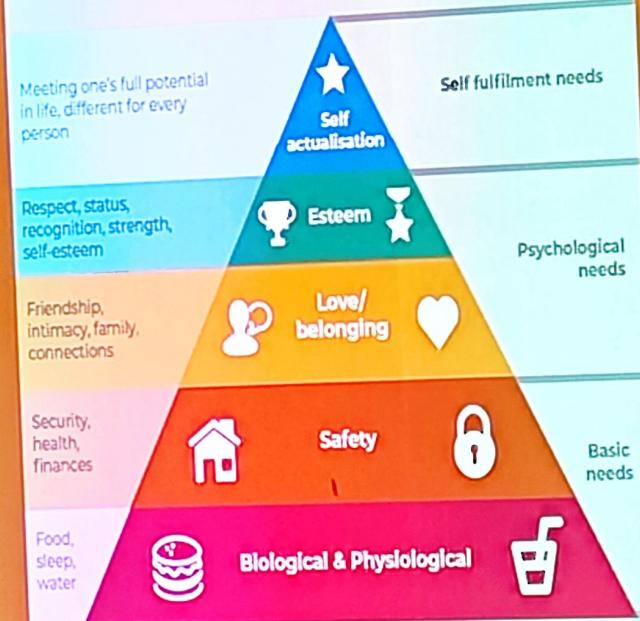
- In a statement uncovered in his unpublished papers, years after his death, Maslow had written, "*My family was a miserable family and my mother was a horrible creature*" (quoted in Hoffman, 1996, p. 2)
- Mother's threats of punishment from God and mistreatment of kittens.
- His father was aloof and periodically abandoned his unhappy marriage- as a child and adolescent, Maslow felt only hostility toward him.
- Shy person who thrived after getting married.
- Trained by Ruth Benedict, an anthropologist- research on Northern Blackfoot Indians of Alberta, Canada.



Maslow's Hierarchy of Needs

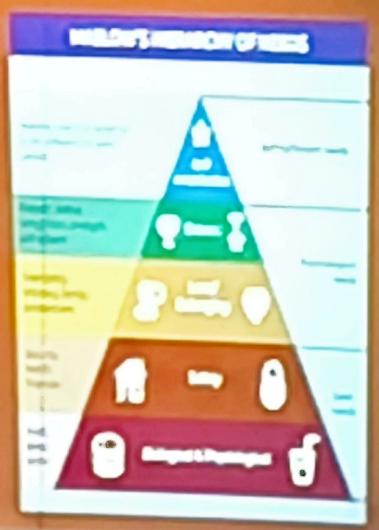
- Conative-motivational
- Maslow proposed a hierarchy of five innate needs that activate and direct human behavior (Maslow, 1968, 1970b).
- **Hierarchy of needs:** the motivational component of Maslow's theory in which our innate needs that motivate our behavior are hierarchically arranged

MASLOW'S HIERARCHY OF NEEDS

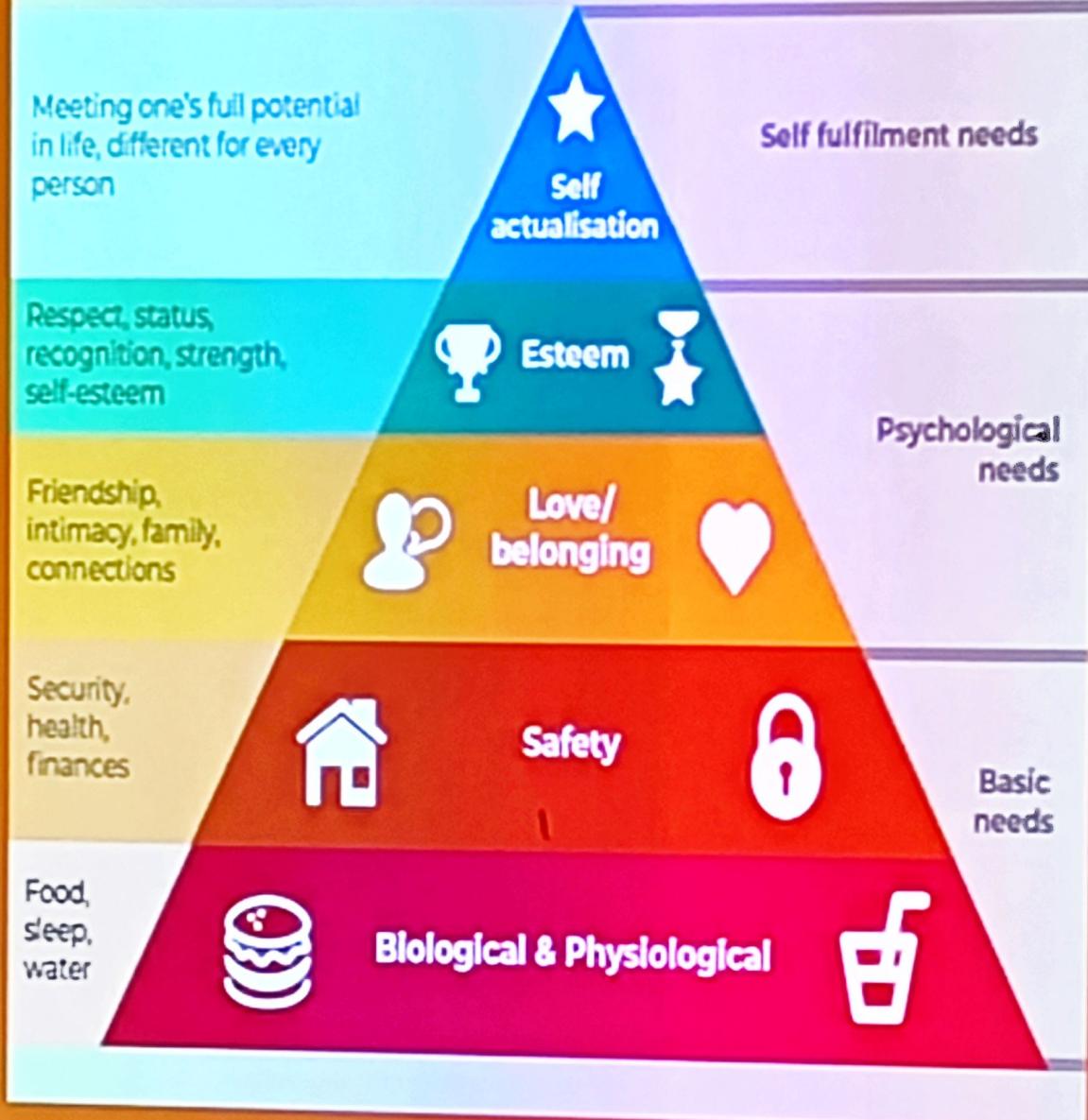


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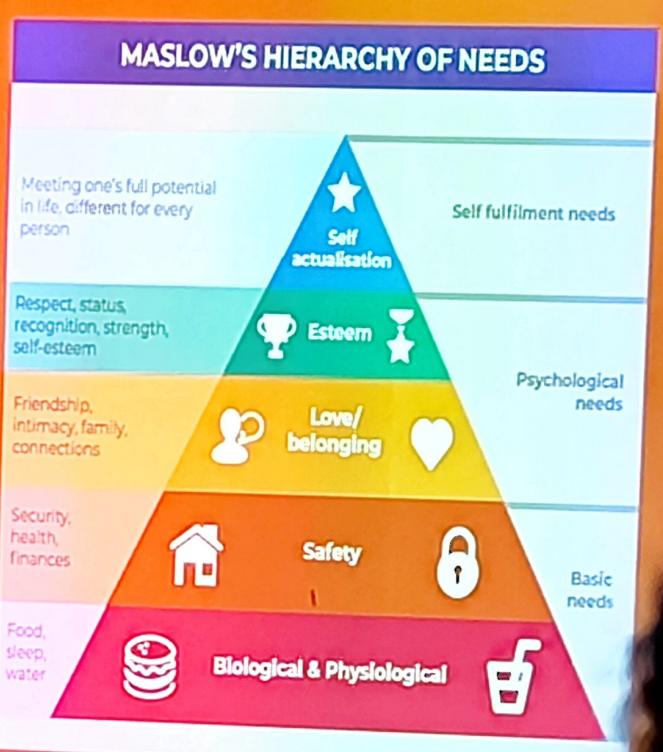


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- **Hierarchy of needs:** the motivational component of Maslow's theory in which our innate needs that motivate our behavior are hierarchically arranged
- Lower needs are **deficit, or deficiency, needs-** causes crisis; failure to satisfy them produces a deficit or lack in the individual.
- Although higher needs are less necessary for survival, they contribute to survival and growth. Satisfaction of higher needs leads to improved health and longevity- **growth/ psychological needs-** important for happiness and fulfilment
- **Self-actualization:** the realization of a person's fullest potential, and a desire to become creative in the full sense of the word (Maslow, 1970). People who have reached the level of self-actualization become fully human



Characteristics of Needs

- Higher needs appear later in life. Physiological and safety needs arise in infancy. Belongingness and esteem needs arise in adolescence. The need for selfactualization does not arise until midlife.
- Satisfaction of higher needs is also beneficial psychologically. Satisfaction of higher needs leads to contentment, happiness, and fulfillment.
- We are not driven by all the needs at the same time. In general, only one need will dominate our personality. Which one it will be depends on which of the others have been satisfied. People who are successful in their careers are no longer driven by, or even aware of, their physiological and safety needs - Successful people are more likely to be motivated by the needs for esteem or self-actualization.
- However, Maslow suggested that the order of the needs can be changed. If an economic recession causes some people to lose their jobs, the safety and physiological needs may reassume priority

MASLOW'S HIERARCHY OF NEEDS

Meeting one's full potential in life, different for every person

Respect, status, recognition, strength, self-esteem

Friendship, intimacy, family, connections

Security, health, finances

Food, sleep, water

Biological & Pr



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MASLOW'S HIERARCHY OF NEEDS



Physiological Needs & Safety Needs

Physiological Needs

- Eg: Hunger, thirst, sex, maintenance of body temperature
- Generally met by an average person with reasonable income- affluent societies; and then one may move on to the next level of needs
- But individual may again come down to this level in emergencies such as natural disasters- e.g. successful person during recession
- Can be overly satisfied
- Recurring nature



Safety Needs

- Safety and security in environment is necessary
- Physical security, stability, dependency, protection, and freedom from threatening forces such as war, terrorism, illness, fear, anxiety, danger, chaos, and natural disasters.
- Gives stability and protection- different in children and adults
- Eg: Stable income, job security, life insurance, travel insurance
- Cannot be overly satisfied; people can never be completely protected from meteorites, fires, floods, or the dangerous acts of others.



Love and Belongingness Needs

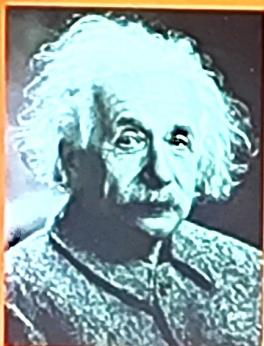
- Importance of belongingness, everyone needs social bonds - both give and receive love (Maslow, 1970).
- Parents, friends, spouse, children, social clubs, religious associations, self-help groups, virtual groups, a nation
- Feeling of giving and receiving support, belonging to a community – difficult to satisfy in a mobile society
- Not meeting belongingness needs may lead to feelings of insecurity, inadequacy and may result in attachment related problems- maladaptive behaviour
- Three types of people- Pg. 264 – experienced love and belongingness from early years, never experienced and only experienced in small doses (Feist and Feist, 2018)
- Children- direct
- Adults- indirect
- Maslow did not equate love with sex, which is a physiological need

Esteem needs

- Includes self-respect, confidence, competence, and the knowledge that others hold them in high esteem.
- Esteem needs has two levels
- Lower level: Need for respect from others such as recognition, attention, appreciation.
 - Higher level: Need for respect from oneself such as confidence, competence
- Pathologies: inferiority complex, depression, avoidant personality disorder

Self Actualization

- Depends on the maximum realization and fulfillment of our potentials, talents, and abilities.
- Lack- he or she will be restless, frustrated, and discontent.



• Characteristics of Self-Actualized People

- Comfortable acceptance of self, others, and life/nature
- Task centered behaviour (versus emotion centered)- focus on problems outside themselves
- Autonomous
- Healthy interpersonal relationships but comfortable with solitude
- Non-hostile sense of humor
- Peak experiences: during which the self is transcended and the person feels supremely powerful, confident, and decisive. i.e. deriving happiness from nature, beauty; being able to appreciate a kind gesture, a beautiful sunset, a nice cup of coffee
- Maslow noted that it was possible for a person who is not self-actualizing occasionally to have a peak experience.



Self Actualization: Cases studied

Maslow believed the following were self actualizers; studied them in detail:

- Thomas Jefferson - President, USA
- Abraham Lincoln - President, USA
- Albert Einstein - physicist
- Jane Addams – sociologist & reformer, Nobel Peace Prize winner
- William James – psychologist, philosopher, physician
- Aldous Huxley – English writer

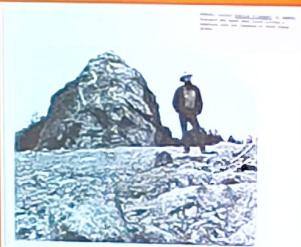


Characteristics of the Hierarchy of Needs

- Although higher needs are less necessary for survival, they contribute to survival and growth. Satisfaction of higher needs leads to improved health and longevity-growth/ psychological needs- important for happiness and fulfillment
- Gratification of higher needs requires better external circumstances (social, economic, and political) than does gratification of lower needs. For example, pursuing self-actualization requires greater freedom of expression and opportunity than pursuing safety needs.
- A need does not have to be satisfied fully before the next need in the hierarchy becomes important. Maslow proposed a [declining percentage of satisfaction for each need - 85-70-50-40-10%](#)
- The more a lower level need is satisfied, the greater the emergence of the next level need.

Reversed Order of Needs

- Need for creativity - may take precedence over safety and physiological needs.
- E.g. For years, the late sculptor Korczak Ziolkowski endangered his health and abandoned companionship to work on carving a mountain in the Black Hills into a monument to Chief Crazy Horse.



Deprivation of Needs

- Lack of satisfaction of any of the basic needs leads to some kind of pathology.
- Deprivation of physiological needs results in malnutrition, fatigue, loss of energy, obsession with sex, and so on. Threats to one's safety lead to fear, insecurity, and dread.
- When love needs go unfulfilled, a person becomes defensive, overly aggressive, or socially timid. Lack of esteem results in the illnesses of self-doubt, self-depreciation, and lack of confidence.
- Deprivation of self-actualization needs also leads to pathology, or more accurately, metopathology. Maslow (1967) defined metopathology as the absence of values, the lack of fulfillment, and the loss of meaning in life.

Hurdle- The Jonah Complex

- Few people reach the potential they are capable of fulfilling- run away from one's destiny
- Maslow used the biblical story of Jonah to illustrate those unwilling to take risks
- Jonah tried to run away from risk when he was selected by God for an important mission
- Got swallowed by a whale; had time to think over his behaviour while inside the whale; then agreed to complete his mission
- Maslow called this reluctance the Jonah Complex - the 'fear of one's greatness', or avoiding one's true calling destiny- Maslow's own life



The Jonah Complex

- Maslow: We fear our best as much our worst
- Following a mission/cause may seem frightening so- too overwhelming- "this is too much"- we take on mundane tasks instead of grand missions
- Also, we may want to avoid greatness- because do not want to be perceived as grandiose, too ambitious
- Therefore set low goals, display humility, do not move out of comfort zone
- The Jonah complex is partly (1) a fear of losing control, (2) the possibility that one might undergo a total transformation from the person they were, and (3) a fear of the unknown



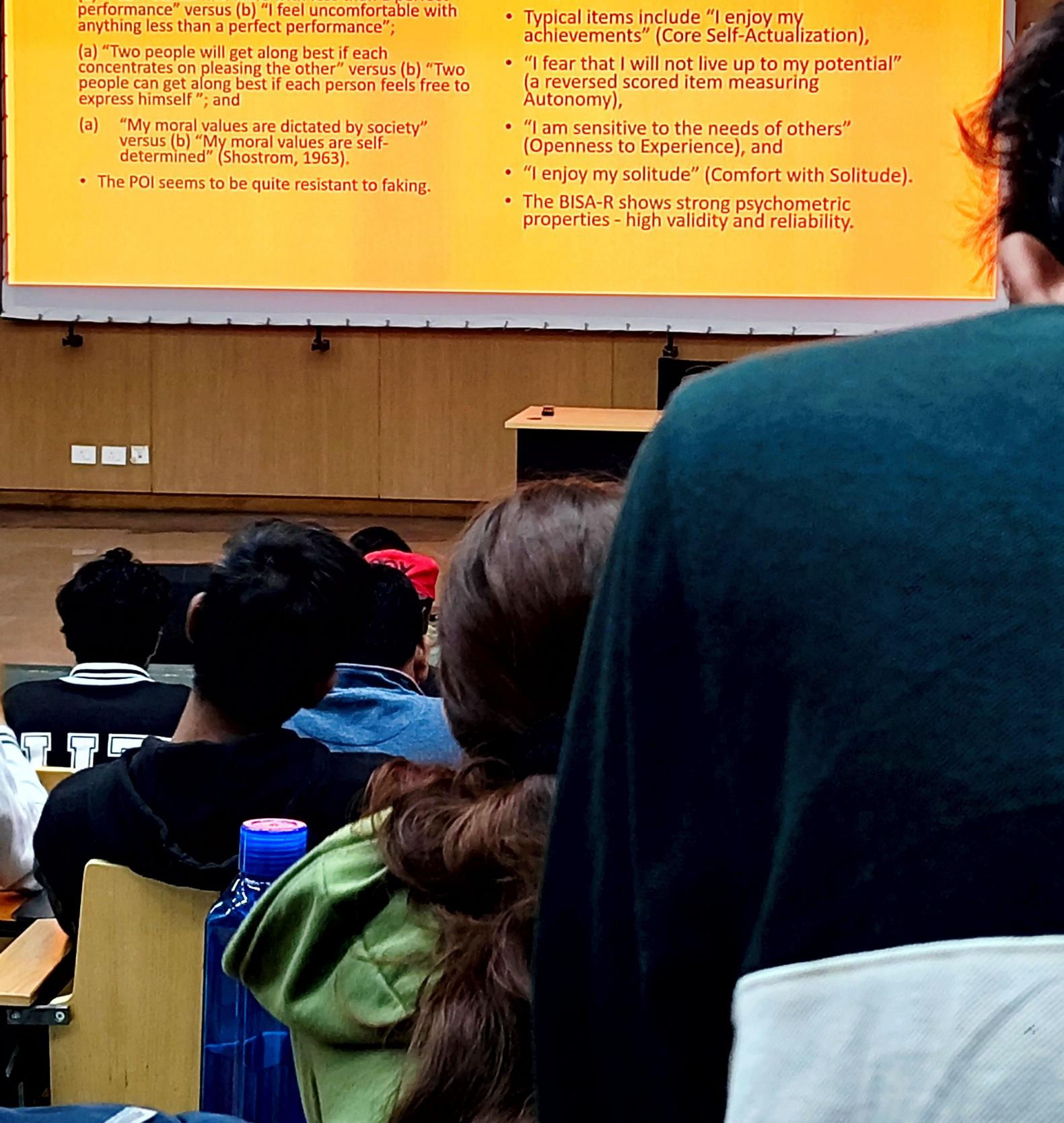
Measuring Self Actualization

Personal Orientation Inventory (POI)

- By Everett L. Shostrom (1974)
- 150 forced-choice items
- (a) "I can feel comfortable with less than a perfect performance" versus (b) "I feel uncomfortable with anything less than a perfect performance";
- (a) "Two people will get along best if each concentrates on pleasing the other" versus (b) "Two people can get along best if each person feels free to express himself"; and
- (a) "My moral values are dictated by society" versus (b) "My moral values are self-determined" (Shostrom, 1963).
- The POI seems to be quite resistant to faking.

Brief Index of Self-Actualization

- Developed by John Sumerlin and Charles Bundrick (1996, 1998).
- 42 questions
- Typical items include "I enjoy my achievements" (Core Self-Actualization),
- "I fear that I will not live up to my potential" (a reversed scored item measuring Autonomy),
- "I am sensitive to the needs of others" (Openness to Experience), and
- "I enjoy my solitude" (Comfort with Solitude).
- The BISA-R shows strong psychometric properties - high validity and reliability.



The Humanistic Approach: Overall Evaluation

- Positives:
 - The idea that people are inherently good is a fresh approach compared to the then dominant Freudian theory
 - Placing importance on conscious mental experience along with the unconscious
- Criticisms of the Humanistic Approach
 - For taking people's (self actualized) self-report statements at face value
 - For being too optimistic about human nature and ignoring the human capacity for evil
 - Researchers remained handicapped in their ability to falsify or confirm Maslow's means of identifying self-actualizing people
- Conclusion: A balanced view of human personality should include both positive and negative characteristics and outcomes



Conclusion: The Eclectic Approach to Personality

- Combines various **approaches** and methodologies

