

LEARNING

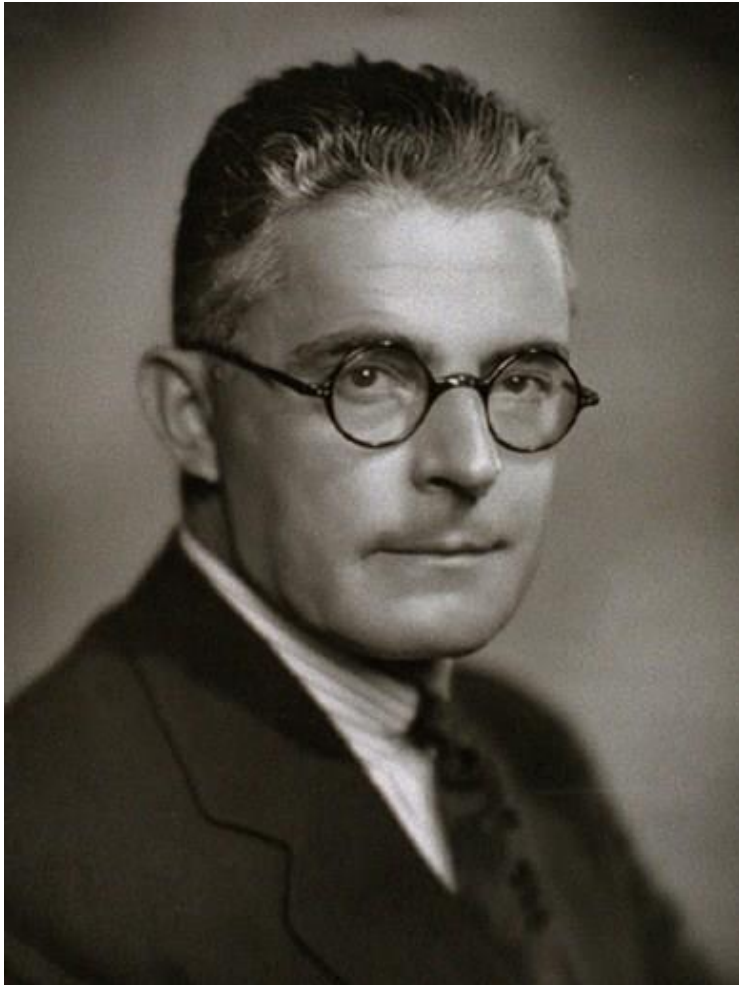
PSY 101 General Psychology

Instructor: Aimee Kim

Drexel University

1920's - behaviorism

John B Watson



What is learning?

- Acquiring new behaviors and/or information
- Acquisition is relatively enduring

Learning and behavioral conditioning

- conditioning

- fixed behaviors

 - response

 - actions – ‘what we do’

- 2 types of conditioning

 - classical and operant

Classical conditioning (Pavlov)

1 Pre-conditioning

1b



1a



2 Conditioning



3 Post-conditioning



- Shifting a response to a stimulus to another stimulus.

MICHELIN. BECAUSE SO MUCH IS RIDING ON YOUR TIRES.



Michelin is probably a
single concerning source
for the most important
pieces of equipment you buy
for your car.

Therefore, make your best
buy, regardless of what your
circumstances are.

Therefore, make your
selection for your best valued
money. Why waste your money
on tires that don't work?

That's why Michelin
performance is what it is.
And that's why it's the
best. And why it's the most
trough money find, as
many Michelin experts
do, they end up with
ing into the world's
best.

Michelin
Tires

MICHELIN







Believe in something.
Even if it means sacrificing everything.

 Just do it.

A full-page advertisement for Diet Pepsi. It features a close-up portrait of Sofia Vergara, who is wearing a large, wide-brimmed blue sun hat and a blue halter-neck dress. She is holding a silver can of Diet Pepsi with a red, white, and blue striped straw in her mouth. The can is covered in condensation droplets. The background is a solid light blue. The text 'the new skinny can™' is written vertically in white on the right side of the image. At the bottom left, there is a Facebook link and a trademark notice. At the bottom right, it says 'Sofia Vergara for Diet Pepsi®'.

the new skinny can™

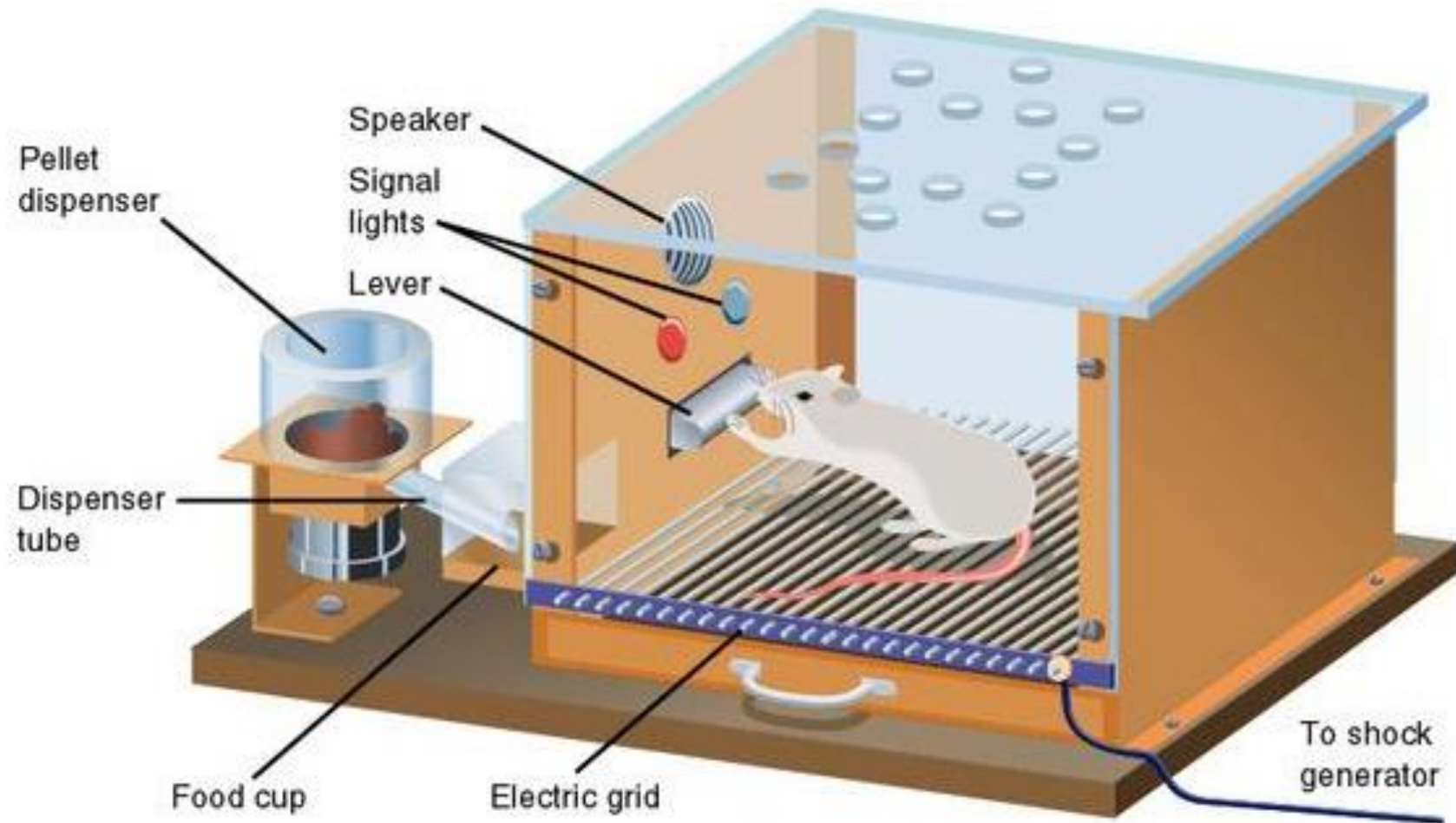
facebook.com/dietpepsi

DIET PEPSI, the Pepsi Globe and SKINNY CAN are trademarks of PepsiCo, Inc.

Sofia Vergara for Diet Pepsi®



Operant conditioning (Skinner)



Operant conditioning

- Probability of behavior is increased or decreased by rewards/punishment

		<u>Behavior</u>	
		Increase/Maintain	Decrease
<u>Stimulus</u>	Give +	+ Reinforcement	+ Punishment
	Remove -	- Reinforcement	- Punishment