# CLASSICAL CONDITIONING IN EVERYDAY LIFE

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# INTRODUCTION

**a. What is Classical Conditioning?** Classical conditioning is a type of learning in which you learn to associate two stimuli, resulting in a learned response. It's significant in psychology because it helps explains how certain behaviors can be acquired through association.

**b. Pavlov's Experiment:** Ivan Pavlov's work with dogs laid down the foundation for understanding classical conditioning. In his famous experiment, he paired the sound of a bell ringing with the presentation of food (unconditioned stimulus), which naturally caused the dog to salivate (unconditioned response). Over time, the dog started to salivate (conditioned response) at just the sound of the bell (conditioned stimulus), even without the food.

**Unconditioned Stimulus (UCS):** The naturally occurring stimulus that triggers a response

**Unconditioned Response (UCR):** The unlearned response that occurs naturally in reaction to the UCS

**Conditioned Stimulus (CS):** The previously neutral stimulus that, after being paired with the UCS, triggers a conditioned response

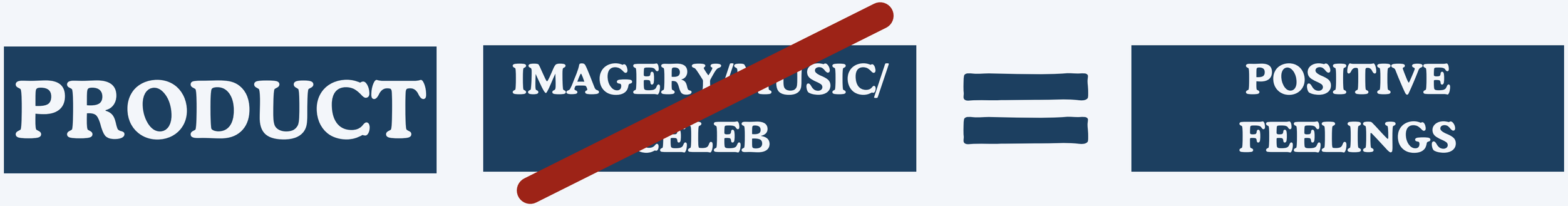
**Conditioned Response (CR):** The learned response to the CS

# EXAMPLE #1: ADVERTISING

Companies often pair their products with positive images, music, or celebrities (unconditioned stimulus) while advertising, to evoke feelings of happiness or excitement (unconditioned response). Over time, just seeing the product (conditioned stimulus)—even without the music, imagery, or celebrities—can evoke the same prior feelings (conditioned response).

| | |
|---|---|
| **UCS** | **Positive imagery, music, or celebrities** |
| **UCR** | **Feeling of happiness or excitement** |
| **CS** | **The product or service being advertised** |
| **CR** | **Positive feelings toward the product** |


# OVER PROLONGED EXPOSURE:



# EXAMPLE #2: NEEDLES

Many people have painful experiences with needles during vaccinations or blood draws (unconditioned stimulus). This causes many people to fear vaccines and other injections due to the pain they create (unconditioned response). Overtime, people might start to associate the pain with needles (conditioned stimulus), and get uncomfortable or afraid of them (conditioned response).

| | |
|---|---|
| UCS | Painful injection |
| UCR | Fear or discomfort |
| CS | The sight of the needle |
| CR | Fear or anxiety when seeing the needle |

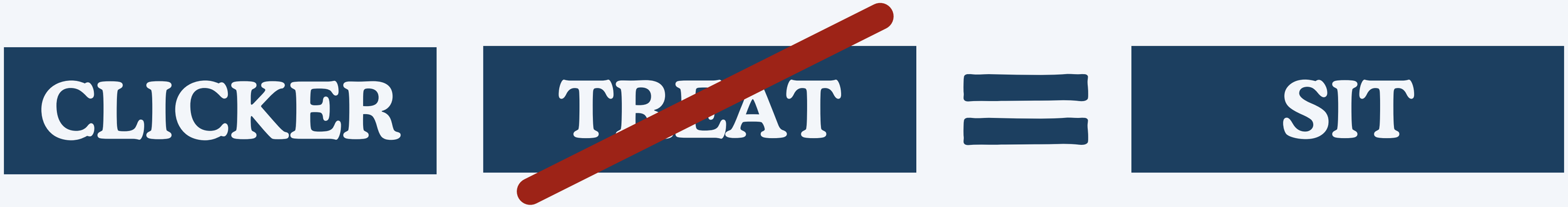

# OVER PROLONGED EXPOSURE:

# EXAMPLE #3: DOG TRAINING

When training a dog, a trainer may pair a clicker sound with a treat (unconditioned stimulus) to make the dog sit (unconditioned response). Eventually, the dog will associate the sound of the clicker (conditioned response)—even without the treat—to the command to sit (conditioned response).

| | |
|---|---|
| UCS | Treat |
| UCR | Dog sits and wags its tail |
| CS | Clicker sound |
| CR | Dog sits at the sound of the clicker |


## OVER PROLONGED EXPOSURE:



# CONDITIONING PHENOMENA

**Acquisition:** In all three scenarios, acquisition is the process by which the association between the UCS and CS is formed. In advertising, it's how repeated exposure to a product with positive imagery builds a positive emotional response. In the fear of needles, repeated painful injections with a needle reinforce the association between needles and fear. In dog training, repeated pairing of the clicker with treats to sit, causes the dog to learn to sit upon hearing the clicker.

**Extinction:** If the association between the UCS and CS is not maintained, extinction occurs. For example, if the dog stops receiving treats when it hears the clicker, it may stop responding to the clicker.

**Spontaneous Recovery:** This refers to the reappearance of a conditioned response after a period of extinction. In advertising, even after not seeing a product for some time, encountering it again may bring back the positive emotions.

**Generalization:** Generalization is when similar stimuli trigger the same conditioned response. For example, someone afraid of needles may feel scared around other sharp objects too.

**Discrimination:** Discrimination is the opposite of generalization, where the subject learns to differentiate between similar stimuli. For instance, the dog might learn to respond only to a specific clicker sound and not other similar sounding noises.

# APPLICATION ANALYSIS

**Broader Implications:** Classical conditioning is key in understanding human and animal behavior, particularly how involuntary responses can be shaped. In everyday life, it is widely applied in marketing, education, therapy, and behavior modification.

**Ethical Considerations:** In **advertising**, there is an ethical question about manipulating consumer emotions to drive sales. Is it okay to create fake positive associations to encourage people to buy products? In medical environments, dealing with conditioned fears like **needle phobia** raises ethical considerations about how healthcare providers should approach patients with conditioned fears. Should you adjust your procedures to accommodate for them, even if it can affect the treatment. In dog training, positive reinforcement training, such as **clicker training**, is generally more ethical than using punishment-based methods.

# CONCLUSION

Through this analysis, we can see that classical conditioning plays a vital role in shaping behavior, in all contexts. It showcases the power of association in learning and is applied across various fields, from advertising to training and healthcare. Understanding this process helps explain many automatic and involuntary behaviors and reactions in everyday life. It also gives insight into how people learn and how their behaviors can be influenced.

# REFERENCES


- Kendra Cherry, Mse. (n.d.). How classical conditioning works, with examples. Verywell Mind. https://www.verywellmind.com/classical-conditioning-2794859#:~:text=Classical%20conditioning%20involves%20forming%20an,resulting%20in%20a%20learned%20response.

# THANK YOU

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