

# Classic Experiments in Behaviorism

[HUL265 Tutorial]





# Pavlov's Classical Conditioning

## (1897–1902)

Ivan Pavlov's pioneering work revealed how involuntary responses can be learned. He paired the **sound of a bell** (a neutral stimulus) with **food** (an unconditioned stimulus) when feeding dogs.

Eventually, the bell alone caused the dogs to salivate, demonstrating the powerful mechanism of **classical conditioning**—learning through association.





# Watson & Rayner's Little Albert Experiment (1920)

1

## Conditioning

**Fear.** Watson and Rosalie Rayner conditioned a baby, "Little Albert," to fear a white rat by repeatedly pairing it with a loud, frightening noise.

2

## Generalization

Albert soon generalized his fear to other furry objects, including a rabbit, a fur coat, and even a Santa Claus mask. This showed emotional responses could be classically conditioned in humans.

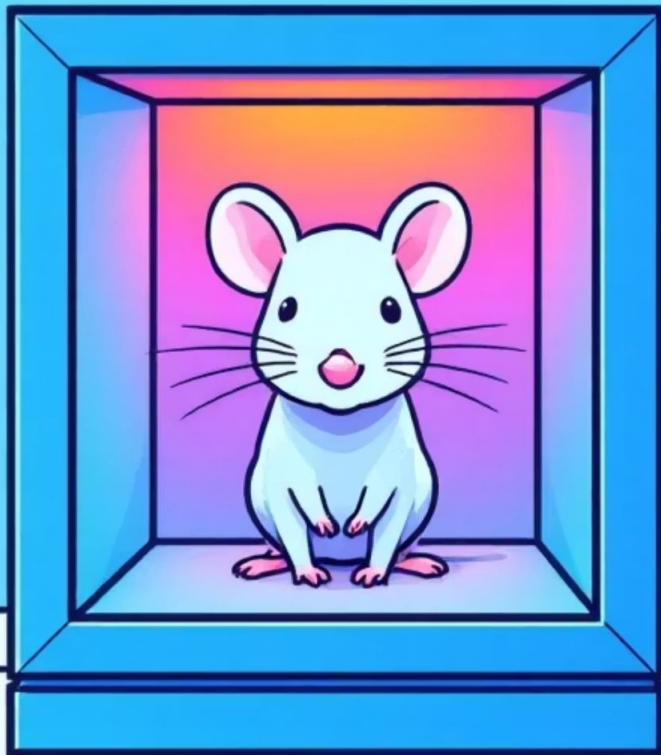






# Skinner's Operant Conditioning (1930s–1950s)

B.F. Skinner further developed the concept of learning through consequences with his work on **operant conditioning**.



## Skinner Boxes

Using "Skinner boxes," he trained rats or pigeons to press a lever or peck a disk for food (reinforcement) or to avoid an electric shock (punishment).



## Reinforcement

Skinner identified positive and negative reinforcement, which increase the likelihood of a behavior, and punishment, which decreases it.



## Schedules

He also explored different reinforcement schedules, revealing their profound impact on the persistence and rate of learned behaviors.

**Segment 50**

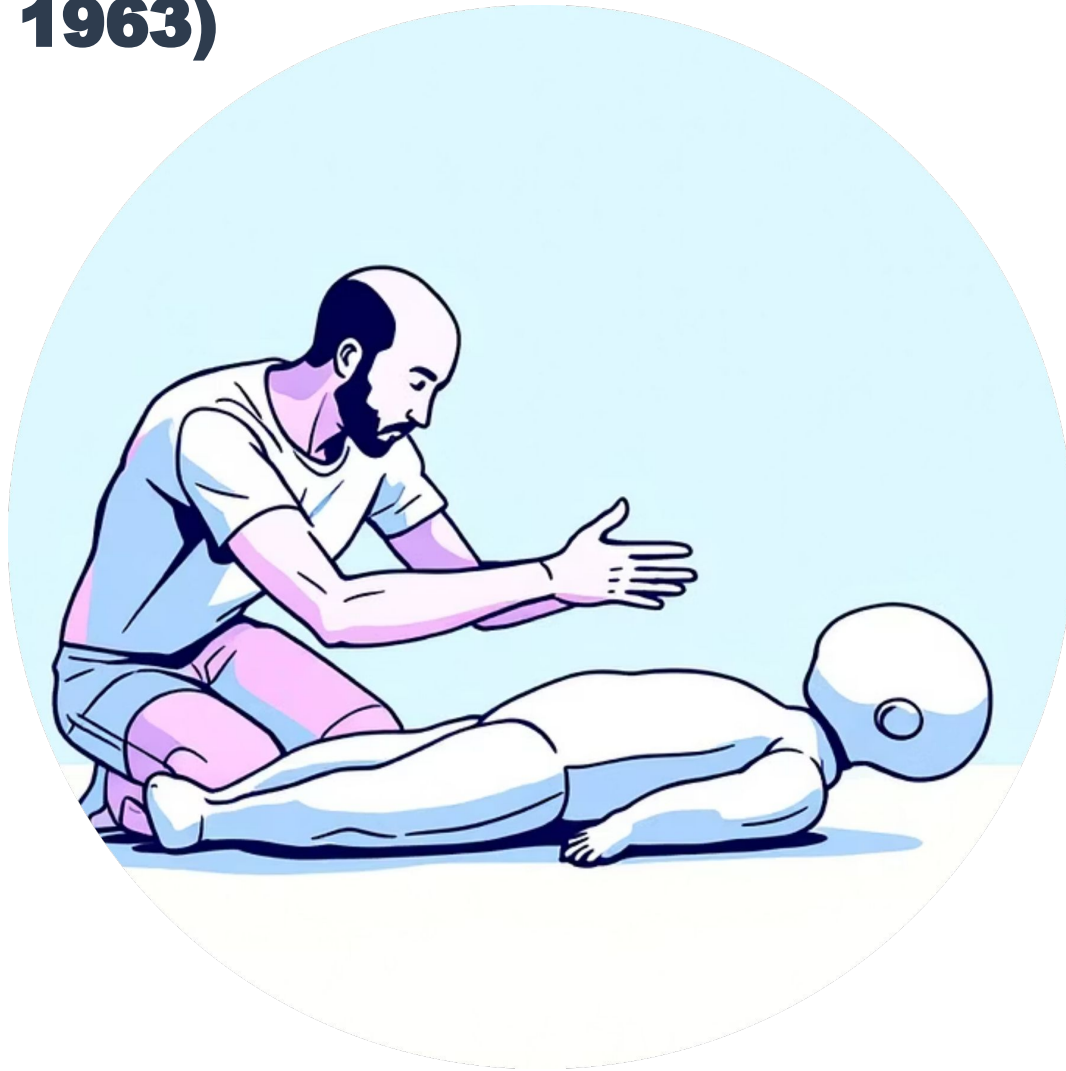
# **Bandura's Bobo Doll Experiment: Modeling of Aggression**

**Length: 5:00**

**Source: Albert Bandura, Stanford University, and Worth Publishers**

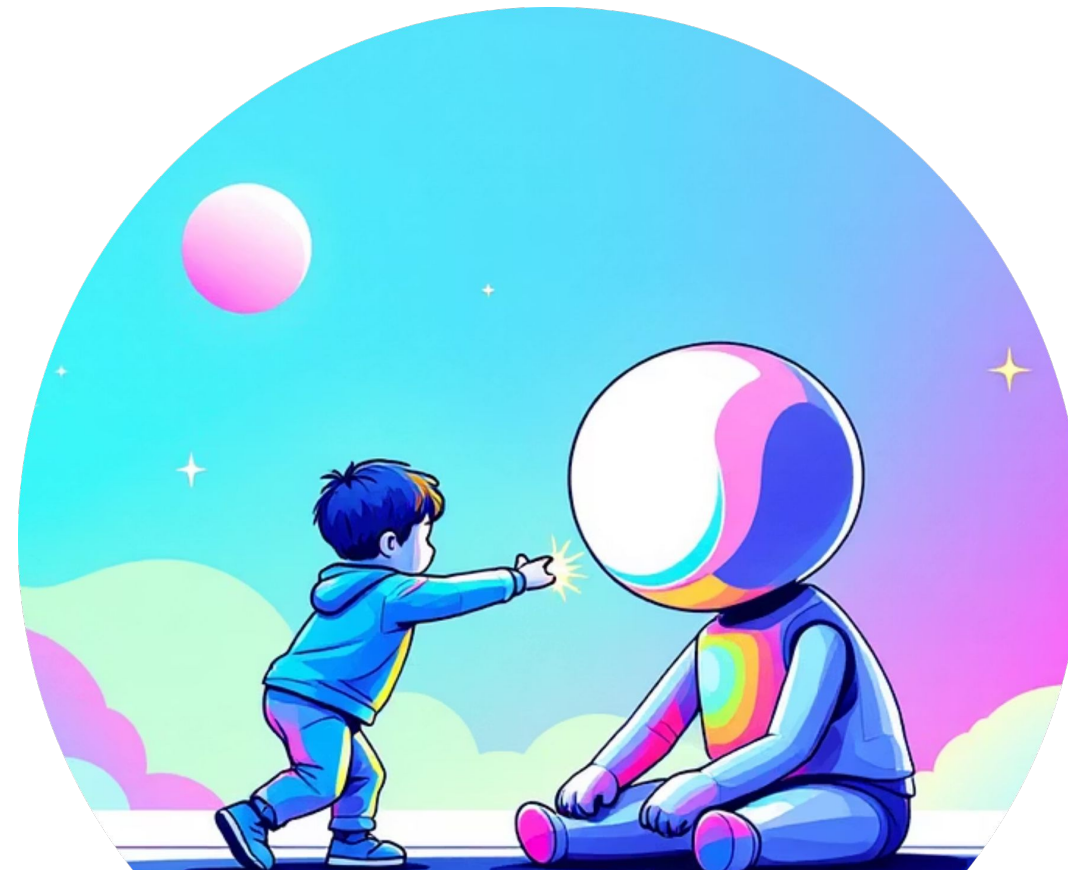


# Bandura's Bobo Doll Experiment (1961, 1963)



## Observing Aggression

Albert Bandura showed children a model behaving aggressively toward a Bobo doll, punching and yelling at it.



## Imitating Behavior

When given the opportunity, children who observed the aggressive model often imitated the aggressive actions, especially when the model was rewarded.

# Behaviorism's Core

## Contributions

1

### Classical Conditioning

Establishing association between stimuli, leading to involuntary responses (Pavlov, Watson).



2

### Operant Conditioning

Learning through consequences, where behaviors are strengthened or weakened by their outcomes (Thorndike, Skinner).



3

### Observational Learning

Learning by watching and imitating others, emphasizing social modeling (Bandura).

