

Unlearned behaviors

Reflexes — motor / neural reactions to a specific stimulus

Instincts — behaviors triggered by a broader range of events

Learning — a relatively permanent change in behavior or knowledge that results from experience

- Involves acquiring skills/knowledge through experience
- Involves conscious and unconscious processes

There are many approaches to learning. People will look at approaches that are part of behaviorism:

- Classical conditioning
- Operant conditions
- Observational learning

Classical conditions

- Ivan Pavlov — Russian physiology
- Classical conditioning — A process that occurs when individuals learn to associate one thing in their environment with another due to personal experience

Behaviorists

- John B. Watson
- “Little Albert” study

Classical conditioning and advertisement

- Advertisers often rely on classical conditioning and try to create association between their products and other things that people like

Operant conditioning — a process that occurs when individuals learn to predict the outcomes of given behaviors based on the outcomes they’ve experienced for those same behaviors in the past

Operant conditioning terminology

- Positive — to add something
- Negative — to take something away
- Reinforcement — increasing a behavior
- Punishment — decreasing a behavior

Positive reinforcement — something is added to increase the likelihood of a behavior

Negative reinforcement — something is removed to increase the likelihood of a behavior

Positive punishment — something is added to decrease the likelihood of a behavior

Negative punishment — something is removed to decrease the likelihood of a behavior

Observational learning — learning by watching others and then imitating

Model — the individual performing the imitated behavior

Social cognitive learning theory — people learn social behavior through observation and imitation of others

Observational learning

Three kinds of models

- Live
- Verbal
- Symbolic

Imitation and aggression: Bandura's bobo doll studies

- Research Question: Will watching an aggressive model cause children to behave aggressively?
- IV=Child's exposure to aggressive model — aggressive model, adult knocks around, hits, hammers, a plastic, air-filled "Bobo" doll
- Control condition — No exposure to aggressive model
- DV=Child's aggression
- Results: Children imitated the aggressive adults, treated the doll in an abusive way, imitated exact actions of adult
- Children in control condition: almost never showed aggression