

Chapter 6

Learning

Classical Conditioning



Ivan Pavlov

- [Classical Conditioning - Ivan Pavlov](#)
- [Two and Half Men - Pavlov's Bar](#)

Terminology

- **Unconditioned stimulus (US)** – natural, evokes a response without previous learning
- **Unconditioned response (UR)**- unlearned reaction
- **Conditioned Stimulus (CS)**- neutral stimulus that through learning (conditioning) acquired the capacity to evoke a conditioned response
- **Conditioned Response (CR)**- learned reaction to a conditioned stimulus that occurs because of previous conditioning.

Acquisition

- **Acquisition** – the initial stage of learning something
 - We don't acquire or learn from everything in our daily lives
 - We usually focus on novel, unusual or intense stimuli – they have more potential of becoming CS.

Extinction

- Extinction – is the gradual weakening and disappearance of a conditioned response
 - The length of time it takes to become unconditioned to a stimulus depends on the strength of the bond
 - Conditioned fears tend to be hard to extinguish

Spontaneous Recovery

- Spontaneous Recovery – reappearance of an extinguished response after a period of nonexposure to the (CS)
 - Quite often the rejuvenated response is considerably weaker than originally created

Everyday life

- ✓ **Phobias – conditioned fears**
 - ✓ **Emotional Responses**
 - ✓ **Biological Responses**
 - ✓ **Advertising**
 - ✓ **In School?**

Generalization

- The Little Albert Experiment
 - Stimulus Discrimination often occurs when an organism that has learned a response to a specific stimulus does not respond the same way to new stimuli that are similar to the original stimulus.