



## Why do people like extra credit?

### CLASS OBJECTIVES:

What is Operant Conditioning?  
Ch.6-Learning

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## Classical Conditioning was a good start but...

- B. F. Skinner believed that more behaviors can be explained through Operant Conditioning than through classical conditioning.
- Also referred to as \_\_\_\_\_

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## Who influenced Skinner's work?

- Edward Thorndike was the first to examine this process of conditioning in the 1890's, by placing cats in "\_\_\_\_\_"



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## The concept of reinforcement

- Thorndike believed that if a response is rewarded then the response is learned.

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## So what's so wrong with Classical Conditioning?

- One problem with CC is the learner has little control over the stimulus or the response.

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## B.F Skinner

- Skinner believed that an organism's behavior was directly related

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- Meaning, the environment was responsible for behavior.

- Skinner only studied \_\_\_\_\_

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## Operant Conditioning

- Conditioning based on the \_\_\_\_\_  
\_\_\_\_\_ depending on the consequence.
- This type of conditioned behavior is \_\_\_\_\_
- Difference between Classical and Operant is that a consequence always \_\_\_\_\_  
\_\_\_\_\_ the behavior.

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- There are four types of Operant Conditioning:
  - Positive Reinforcement
  - Negative Reinforcement
  - Punishment
  - Extinction
- Both Positive and Negative Reinforcement  
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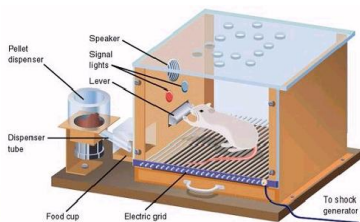
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## The Skinner Box

- The “Skinner box” was designed as a controlled environment with responding mechanisms and consequence delivery



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## The follow-through

- In Operant conditioning a *consequence* immediately follows a desired response and occur only if the behavior occurs.
- Reinforcers \_\_\_\_\_ behavior
- Punishers \_\_\_\_\_ behavior

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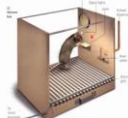
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## Reinforcement

- A *reinforcer* is any event that **increases** the likelihood of the event or behavior happening again.

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## Reinforcement

- *Positive reinforcement* is the \_\_\_\_\_ of a stimulus after a behavior.

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- *Negative reinforcement* is **the** \_\_\_\_\_ or avoidance of a stimulus after a response.

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Regardless of which method of reinforcement is used, the end result is the same. The probability that the student will still take the test on time has \_\_\_\_\_



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Parents often fall victim to the “Negative Reinforcement game”



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## Negative Reinforcement Procedures

- Escape (escape learning)
  - The aversive stimulus is presented but can be stopped, terminated, by the instrumental response
- The instrumental response is then reinforced by termination of the aversive stimulus

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## Have you ever *Escaped*?

- You leave the theatre to escape having to watch a bad movie
- You turn off the radio to escape having to listen to an awful song
- You escape the intense smell of fish by leaving the kitchen as it is cooking on the stove
- You walk out of class to escape the awful lecture

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- Avoidance (active avoidance)
  - This procedure involves an aversive stimulus that is to be presented some time in the future
- Performing the response \_\_\_\_\_  
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## Have you ever Avoided?

- You study before taking the exam to avoid getting a bad grade
- You leave a building during a fire alarm to avoid being burned by the fire
- You leave the by bar by 10:00 to avoid paying the \$20 cover charge
- You change the oil in your car every 3 months to avoid having the car breakdown

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## Positive or Negative Reinforcement?

- Linda buys her 3 year-old daughter candy to stop a temper tantrum. \_\_\_\_\_
- George shoots up heroin to prevent the symptoms associated with heroin withdrawal. \_\_\_\_\_
- A high school teacher began disapproving of the students' disruptive behaviors when they occurred. This resulted in an increase in the level of disruptive behaviors. \_\_\_\_\_
- Diane's supervisor compliments her on her hard work. \_\_\_\_\_
- If Billy cleans his room, he will no longer have to stay inside \_\_\_\_\_

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## Primary Reinforcers

- A primary reinforcer has survival value. This is a reinforcer such as food, water, sex or the removal of pain.

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## Secondary Reinforcer

- A secondary reinforcer acquires meaning when it is associated with a primary reinforcer.
- Previously neutral stimulus

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## Superstitious Behaviors

- *Superstitions* are the result \_\_\_\_\_
- There a dozens of superstitions, but did you ever wonder why people believe them?
- When a person or animal \_\_\_\_\_  
superstitious behavior may develop

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“Don’t DO that!!”

How can we weaken a behavior?

- Punishment
- Extinction

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## Is Punishment the same as Negative Reinforcement?

- Punishment is often confused with Negative Reinforcement...but they are NOT the same.

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## Punishment can also be a consequence

- \_\_\_\_\_  
the probability that a response will occur.
- The process of delivering an unpleasant stimulus, or removing a desired stimulus.
  - Positive Punishment \_\_\_\_\_ to decrease unwanted behavior
  - \_\_\_\_\_ remove something to decrease unwanted behavior

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## Examples of Positive Punishment

- A mother yells at her daughter for crossing the street without looking
- Your teacher gives you an F on your exam if you get too many questions wrong
- You get a speeding ticket for going 15 mph faster down the highway than you should have

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## Examples of Negative Punishment

- A man's driver's license is revoked for drunken driving
- A child is sent to her room after hitting her sister
- You come home past your curfew and your parents take away your cell phone and car for a week.

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## Punishment

- Example- Hitting, grounding, electric shock (hopefully not used on your children ☺)
- What is the purpose of hitting a child to after an unwanted behavior is displayed?

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## Punishers, just like reinforcement, are broken into two groups:

- **Primary punisher**- Any stimulus/event that is naturally painful or unpleasant to an organism,
  - ex: ear-piercing noise or pain
- **Secondary Punisher**- Any neutral stimulus that initially has no negative value for an organism but acquires punishing qualities when linked with a primary punisher.
  - Ex: "The look" your mom gave you before you did something wrong ☺

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## Did you get it?

### Negative reinforcement or Punishment

- Because Kathy did not clean her room she must stay inside.
- Your Professor says you won't have to take the final exam because you did so well on your other exams.
- Riley is placed in "time out" because she would not listen to her mother.
- Megan's mom is always nagging her to wash the dishes and when Megan does the dishes, her mom stops nagging her
- A parent takes away a teen's cell phone following a poor report card.

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## But, does punishment work?

- There are many limitations of punishment:
  - It only suppresses existing behaviors
  - Punishment cannot establish new, desired behaviors

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## Extinction

- How would your behavior change if I stopped giving you extra credit when you submitted your flash cards on time?
- The result is a decrease in the likelihood that the behavior will occur...the behavior will weaken. (**Extinction**)

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## Schedules of Reinforcement

- Four schedules are based on patterns of intermittent reinforcement.
  - These schedules can be “fixed” or “variable”
- Two are *interval schedules*
  - \_\_\_\_\_
- Two are *ratio schedules*
  - \_\_\_\_\_



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## Can we learn just by watching?

Albert Bandura-  
Social Learning Theory

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## Behaviorists say “YES!”

- Bandura suggested that an organism learns new responses by \_\_\_\_\_  
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- Bandura was interested in explaining aggressive behavior

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## What did you see?

- Children who watched violent media were

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than children who did not watch a violent media.

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## Learned Aggression

- Researchers found that 88% of the children imitated the aggressive behavior.
- Eight months later, 40% of the same children reproduce the violent behavior observed in the Bobo doll experiment. (Isom, 1998).

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## Next Class

- Memory

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