

Choosing to Change Behavior

Operant Conditioning
Module 18

1

Operant Conditioning

— *Ω* —

Ω Unlike Classical Conditioning, behavior is

- Classical Conditioning does not address voluntary behaviors.

Ω B. F. Skinner believed that more behaviors can be explained through Operant Conditioning than through classical conditioning.

2

The Law of Effect


— *Ω* —


Ω Edward Thorndike was the first to examine this process of conditioning in the 1890's using puzzle boxes

Ω _____

- Any event that strengthens the probability of a response

Ω If the response is not rewarded, it gradually disappears.





Conditioning allows us to *shape* behavior.

Shaping is the process in which

4

B.F Skinner

By making rewards contingent on desired

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


Skinner also believed that we continually and

5

The Skinner Box

The "Skinner box" was designed as a

with responding mechanisms and consequence delivery



6

Reinforcement



☞ A _____ is any event that _____ the likelihood of the event or behavior happening again.

☞ Reinforcers strengthen behavior can be _____

7

Reinforcement



☞ Positive reinforcement is the _____

☞ _____



Negative DOES NOT mean BAD



☞ Negative reinforcement strengthens a response by _____

☞ Example- _____



9

Regardless of which method of reinforcement is used, the end result is the same. The probability that the student will participate in class has increased.



Parents often fall victim to the “Negative Reinforcement game”



11

Avoidance



This procedure involves an aversive stimulus that is to be presented some time in the future

12



Do you ever forget to buckle your seat belt?
After a few seconds there is a beeping that won't stop until your seat belt is fastened.

☞ _____


13

Have you ever Avoided?

☞ You study before taking the exam to avoid getting a bad grade

☞ You arrive at a bar by 8:00 pm to avoid paying the \$20 cover charge


☞ You hit the snooze button to silence the annoying alarm



Negative reinforcement

☞ While driving to campus one morning you get stuck in heavy traffic. The next day, you leave home earlier than usual and don't run into heavy traffic. You leave home earlier again the next morning and again you avoid heavy traffic.

☞ _____



15

Positive reinforcement



☞ Martha was a five-year-old girl who attended preschool. She seldom played with the other children. Workers at the preschool began praising and admiring Martha when she engaged in cooperative play with other children. As a result of this procedure Martha's level of cooperative play with the other children increased.

☞ _____



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

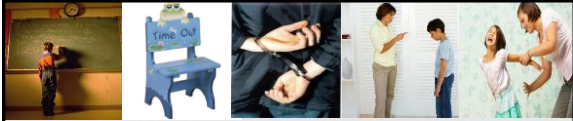
17

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
 - _____





“Don’t DO that!!”

Punishment is used to _____ a behavior

19

Punishment can also be a consequence



☞ Punishment is any consequence that decreases the probability that a response will occur.

☞ The process of _____ stimulus, or removing a desired stimulus.

- _____
- _____ to decrease unwanted behavior

20

Is Punishment the same as Negative Reinforcement?



☞ Punishment is often confused with Negative Reinforcement...but they are _____.

☞ The goal is different than that of reinforcement.



What is the purpose of punishing a child after an unwanted behavior is displayed?



22

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

23

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.

24

Did you get it?

The Negative reinforcement or Punishment Game!



- ☞ 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.

25

Does punishment work?



- ☞ _____
Punishment cannot establish new, desired behaviors
- ☞ Punishment can teach fear and inconsistent punishment may lead to _____
- ☞ Physical punishment may increase _____

26



Can we learn just by watching?

Module 20
Learning: Biology,
Cognition, and Learning

27

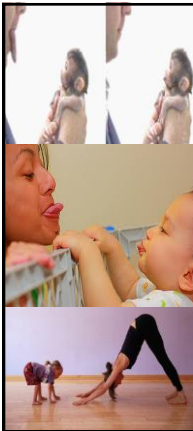


Observational Learning



- ☞ Humans can learn without direct experience through
 - Learning that occurs through watching and imitating others
- ☞ This tendency to imitate the actions, feelings of others is biologically based and related
 - These neurons mirror the actions of others and enable

28



Our inclination to copy others stems from a mechanism that automatically replicates in our brains whatever we see around us.

29

Can aggression be learned?



- ☞ Albert Bandura is a pioneer on observation learning theory.
 - Bandura suggested that an organism learns new
- ☞ Whether we imitate a model depends, in part, on reinforcements and punishments
 - Those received by the model and the imitator.
 - "Bobo Doll" experiments

30

Social Learning Theory



By watching we learn to anticipate a behavior's consequences in situations like those we are observing

We are especially likely to imitate



Applications of Observational Learning



- Bandura's studies show that models (family, neighborhood or TV) may have good or bad effects on behavior.
- Television, movies, and video games are a powerful source of observational learning and studies have found a link between viewing violent programs and aggressive behavior
 - the violence-viewing effect stems from two factors - imitation and desensitization.



Next Class



Memory
