Why do people like extra credit?

CLASS OBJECTIVES:
What is Operant Conditioning?
Ch.6-Learning

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 ___________________________

Who influenced Skinner’s work?

- Edward Thorndike was the first to examine this process of conditioning in the 1890’s, by placing cats in “_________________________”
The concept of reinforcement

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

So what's so wrong with Classical Conditioning?

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

B.F Skinner

- Skinner believed that an organism's behavior was directly related
  - Meaning, the environment was responsible for behavior.

- Skinner only studied
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.

There are four types of Operant Conditioning:
- Positive Reinforcement
- Negative Reinforcement
- Punishment
- Extinction

Both Positive and Negative Reinforcement ___________.

The Skinner Box

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

- In Operant conditioning a consequence immediately follows a desired response and occur only if the behavior occurs.

- Reinforcers __________________ behavior

- Punishers __________________ behavior

Reinforcement

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

- Positive reinforcement is the __________________ of a stimulus after a behavior.
• **Negative reinforcement** is the ________ or avoidance of a stimulus after a response.

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 ____________

Parents often fall victim to the “Negative Reinforcement game”
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

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

*Avoidance (active avoidance)*
- This procedure involves an aversive stimulus that is to be presented some time in the future
- Performing the response __________________________
  ______________________________________
  ______________________________________
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 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

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

Primary Reinforcers
- A primary reinforcer has survival value. This is a reinforcer such as food, water, sex or the removal of pain.
Secondary Reinforcer
- A secondary reinforcer acquires meaning when it is associated with a primary reinforcer.
  - Previously neutral stimulus

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

"Don’t DO that!!"
How can we weaken a behavior?
  Punishment
  Extinction
Is Punishment the same as Negative Reinforcement?

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

Punishment can also be a consequence

- The process of delivering an unpleasant stimulus, or removing a desired stimulus.
  - Positive Punishment \[\text{to decrease unwanted behavior}\]
  - \[\text{remove something to decrease unwanted behavior}\]

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
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.

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?

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 😊
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.

But, does punishment work?

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

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)
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

Can we learn just by watching?

Albert Bandura-
Social Learning Theory

Behaviorists say “YES!”

- Bandura suggested that an organism learns new responses by
- Bandura was interested in explaining aggressive behavior
What did you see?

- Children who watched violent media were ____________________________
  ____________________________
  ____________________________ than children who did not watch a violent media.

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).

Next Class

- Memory