

Behavioral science: learning personalities



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Learning a permanent change in behavior acquired through experience.

Conditioning making an association between an event and something positive or negative by repeated exposure. ON BEHAVIORAL SCIENCE: LEARNING

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Now Classical Conditioning learning by association (not by choice): method of learning in which associations are made between a natural stimulus and a neutral stimulus. Operant Conditioning learning by consequences. ex: if you touch a razor you learn not to touch it again. Pavlov's Dog If you teach your dog that when a bell rings he will get feed, every time the bell rings it causes salivation and it is now a learned behavior (conditioned response) that

whenever the bell rings he will get feed." Little Albert" Watson experiments with the baby and uses emotional conditioning. He puts rats in the room and when Albert goes to touch one he makes a really loud noise. Albert then gets scared when ever one comes near him. Emotional Conditioning You can

condition a baby to be scared of anything. ex: baby Albert. Stimulus

Generalization the fear can be extended to any similar object or situation. ex:

Albert is scared of rabbits and dogs to not just rat. Reinforcement something

that follows a response and strengthens the tendency to repeat that

response. -strengthen and repeat it not stop it. Primary

Reinforcement something that satisfies basic biological needs or drives, such as food, water, sleep, relief from pain, oxygen, sexual stimulation. Secondary

Reinforcement anything that has been "learned" to represent a primary

reinforcement, such as money \$\$\$.

Positive reinforcement something pleasant occurs when an action is performed, STRENGTHENING the tendency

to repeat it. ex: praise (good job!!), money negative reinforcement something

unpleasant is stopped if an act is performed, STRENGTHENING the tendency

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to repeat it. Punishment the process of WEAKENING a response by following it with unpleasant consequences. ex: nagging Shaping process of learning that involves the reinforcement of increasingly closer approximations of the desired response. ex: tells dog to get the paper and when it does give it a treat. schedules of reinforcement continuous schedule and partial schedule. Fixed Ratio fixed based on action ex: every 5th car you sell you can get paid- gonna work and sell more so you can get paid. Variable Ratio variable based on action. never know what is coming. ex: slot machines machines Fixed Interval fixed based on time. ex: payday at work. Variable Interval variable based on time. Ex: fishing never know when it will come. Observational Learning all learning that takes place in a social situation- it is a form of imitation. Cognitive Learning cognition refers to " knowledge using" or " thought processing". it is learning that occurs with out the opportunity of 1st performing the learned response or being reinforced for it. - learning based on abstract mental processes and previous knowledge. Insight Learning process of mentally working through a problem until the sudden realization of a solution. ex: putting water in pipe to get peanut to come up. Cognitive maps a mental representation of an area that helps an organism navigate its way from one point to another. Ex: bees do waggle dance to communicate sugar locations. Personality the unique pattern of thought, feelings, and behavior by which each person reacts to the external world. Psychoanalysis theory of personality that holds that personality and behavior are shaped by unconscious forces and conflicts. Libido internal energy that continuously seeks discharge- conflicting energy created between conscious and unconscious. Id (devil on shoulder)-storehouse of all ones instincts and passions, buried deep w/in ones unconsciousness. Pleasure

principle demands immediate satisfaction no matter the costs. Super-ego absorbs social values, determines right and wrong, and produces feelings of guilt. Morality Principle (angel on shoulder) - demands rigid following of societal rules. Ego one's conscious mind, the moderator between id and super-ego. reality principle provides pleasure within the norms of society. Oedipus Complex boys become sexually attracted to mother and jealous of fathers. To get mother attention - act like dad = male persona develops. Electra Complex girls become sexually attracted to dad and jealous of mothers. To get father's attention - act like mom = female persona develops. Collective Unconscious ideas and images shared among humans passed down. archetypes inherited universal concepts ex: God. Persona mask ppl wear to hide who they are.