

B.f. skinner – learning theory



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classical conditioning type of conditioning studied by Pavlov and used by J. B. Watson as a model for his version of behaviorism; stimulus

conditioning operant conditioning response conditioning; modification of response strength by manipulation of the consequences of the response; responses that are followed by a reinforcer gain in strength, responses not followed by a reinforcer become weaker

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Now unconditioned stimulus (US) elicits an automatic, natural response; also called a primary reinforcer because conditioning ultimately depends on the presence of a

___ unconditioned response (UR) natural, automatic response elicited by an unconditioned stimulus conditioned stimulus (CS) by itself,

doesn't elicit unconditioned response; elicits a conditioned response when paired with an unconditional stimulus conditioned response (CR) "same"

response as unconditioned response, but made in response to conditioned stimulus operant level frequency with which an operant response is made

before it is systematically reinforced operant behavior behavior that cannot be linked to any known stimulus and therefore appears to be emitted rather

than elicited shaping gradual development of a response that an organism does not normally make; requires differential reinforcement and successive

approximations; procedure in which the experimenter/environment

rewards successive approximations situation in which only those responses that are increasingly similar to the one ultimately desired are

reinforced differential reinforcement situation in which some responses are

reinforced and others are not reinforcement results in increase in likelihood of behavior positive reinforcement add something, present to increase likelihood

of behavior negative reinforcement take something away (something

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aversive) to increase likelihood of behavior punishment results in decrease in likelihood of behavior positive punishment presenting something to decrease the likelihood of a behavior (EX: spanking, yelling) negative punishment taking something away (something desirable) to decrease the likelihood of a behavior (EX: taking away phone/allowance/privileges) extinction tendency of a previously acquired behavior (response) to become progressively weakened upon non-reinforcement problems with punishment could cause: patient to become fearful, teaches only what not to do, justifies infliction of pain (physical and/or psychological) primary reinforcer (PR) related to survival; food, water, oxygen, and sexual activity; not biologically neutral - needed for survival primary negative reinforcer negative reinforcer that threatens an organism's survival - EX: pain or oxygen deprivation primary positive reinforcer positive reinforcer that enhances an organism's survival - EX: food or water secondary reinforcer (SR) originally biologically neutral and not reinforcing; acquire reinforcing properties through association with primary reinforcers; responsible for most human behavior fixed interval reinforcement schedule (FI) reinforcement schedule that reinforces a response that is made only after a specified interval of time has passed - EX: weekly or monthly salary; only one response needed fixed ratio reinforcement schedule (FR) reinforcement schedule that reinforces every Nth response - EX: every fifth response the organism makes is reinforced; more work - more pay; produces high rate of responding; EX: commission variable interval reinforcement schedule (VI) reinforcement schedule in which a certain average time interval must pass before a response will be reinforced; number not important but time; after 5, 10, 2 seconds - reward variable ratio

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reinforcement schedule (VR) reinforcement schedule in which a certain average number of responses need to be made before reinforcement is obtained; reinforcement can be close or far apart - uncertainty keeps you responding - EX: gambling; highest rate of responding, lowest rate of extinction inappropriate behaviors part of an unhealthy personality; drug taking, excessively vigorous or restrained behavior, defective self-knowledge, self-punishment critique high on generating research and guiding action; high on falsifiability and parsimony; moderate on organizing knowledge; high on determinism - no free will; high on optimism because of change concept of humanity causality over teleology; determinism over free will; uniqueness over similarity; optimism over pessimism