

Psy in everyday life

ch. 6 q's



**ASSIGN
BUSTER**

Learning is defined as " the process of acquiring, through experience, new and relatively enduring _____ or _____." Information; Behaviors Two forms of associative learning are classical conditioning, in which we associate _____, and operant conditioning, in which we associate _____.

Two or more stimuli; A response and consequence ONPSY IN EVERYDAY LIFE CH. 6 Q' S SPECIFICALLY FOR YOU FOR ONLY \$13. 90/PAGE Order Now In Pavlov's experiments, the tone started as a neutral stimulus, and then became a(n) _____ stimulus. Conditioned Dogs have been taught to salivate to a circle but not to a square. This process is an example of _____.

Discrimination After Watson and Rayner classically conditioned Little Albert to fear a white rat, the child later showed fear in response to a rabbit, a dog, and a sealskin coat. This illustrates Generalization " Sex sells!" is a common saying in advertising. Using classical conditioning terms, explain how sexual images in advertisements can condition your response to a product. A sexual image is a US that triggers a UR of interest or arousal. Before the advertisement pairs a product with a sexual image, the product is an NS. Over time the product can become a CS that triggers the CR of interest or arousal. Thorndike's law of effect was the basis for _____ work on operant conditioning and behavior control. Skinners One way to change behavior is to reward natural behaviors in small steps, as they get closer and closer to a desired behavior. This process is called _____. Shaping Your dog is barking so loudly that it's making your ears ring. You clap your hands, the dog stops barking, your ears stop ringing, and you think to yourself, " I'll have to do that when he barks again." The end of the barking was for you a Negative reinforcer Reinforcing a desired response only some of the times it occurs is called _____ reinforcement. Partial A restaurant is running a

special deal. After you buy four meals at full price, your fifth meal will be free. This is an example of a _____ schedule of reinforcement. Fixed-ratio

The partial reinforcement schedule that reinforces a response after unpredictable time periods is a _____ schedule. Variable-interval

An old saying notes that "a burnt child dreads the fire." In operant conditioning, the burning would be an example of a Punisher

Which research showed that conditioning can occur even when the unconditioned stimulus (US) does not immediately follow the neutral stimulus (NS)? Garcia and Koelling's taste-aversion studies

Taste-aversion research has shown that some animals develop aversions to certain tastes but not to sights or sounds. This finding supports Darwin's principle that natural selection favors traits that aid survival

Evidence that cognitive processes play an important role in learning comes in part from studies in which rats

Develop cognitive maps

Rats that explored a maze without any reward were later able to run the maze as well as other rats that had received food rewards for running the maze. The rats that had learned without reinforcement demonstrated _____.

Latent learning

Children learn many social behaviors by imitating parents and other models. This type of learning is called _____.

Observational learning

According to Bandura, we learn by watching models because we experience _____ reinforcement or _____ punishment. Vicarious;

Vicarious

Parents are most effective in getting their children to imitate them if their words and actions are consistent

Some scientists believe that the brain has _____ neurons that enable observation and imitation. Mirror

Most experts agree that repeated viewing of TV violence

Dulls viewers' sensitivity to violence