January 22

EQ- How does classical conditioning work?

Agenda:
1. Daily Sheet
2. Classical Conditioning Notes
3. Real World CC
4. CC in Commercials

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HW- Attempt your own classical conditioning experiment. Explain what you did and create a diagram for it.
**Key Vocabulary**

**Conditioning** - learning

**Stimulus** - what causes the response

**Response** - the reaction to the stimulus

**Classical Conditioning** - learning to associate two stimuli with each other and respond the same to both (ex: food & bell in Pavlov’s experiment)
Conditioning

- Type of learning that involves stimulus-response connections
- Two types:
  - Classical Conditioning
  - Operant Conditioning
Pavlov—father of classical conditioning

-Conditioned dogs to salivate to the ringing of a bell

Classical Conditioning Diagram

<table>
<thead>
<tr>
<th>UCS</th>
<th>UCR</th>
</tr>
</thead>
<tbody>
<tr>
<td>the natural ORIGINAL stimulus</td>
<td>The response to the natural stimulus</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CS</th>
<th>CR</th>
</tr>
</thead>
<tbody>
<tr>
<td>the new (neutral) stimulus that they are being trained to respond to</td>
<td>The response to the new stimulus</td>
</tr>
</tbody>
</table>
1. Before Conditioning

Food

Unconditioned Stimulus

Unconditioned Response

Salivation

Response

2. Before Conditioning

Bell

Neutral Stimulus

No Salivation

Response

No Conditioned Response

3. During Conditioning

Bell + Food

Unconditioned Response

Salivation

Response

4. After Conditioning

Bell

Conditioned Stimulus

Salivation

Response

Conditioned Response
John Watson’s Little Albert Experiment

- Watson wanted to apply Pavlov’s study to humans
- Believed that human behavior (even things we thought were instinct) were a result of the environment (could be LEARNED)
- Emotionally and physically healthy 9-month old male raised in a hospital environment
- Seeks to condition this baby to have an extreme fear (response) to a small white rat (stimulus)
Contributions to Psychology

• Generalization of fears

• Showed that emotions can be learned
Create two CC boxes:

<table>
<thead>
<tr>
<th>UCS</th>
<th>UCR</th>
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</table>
Create classical conditioning diagrams for the ten examples on your handout. You may work with a partner and turn in one sheet together!

Unconditioned Stimulus (UCS)
Unconditioned Response (UCR)
Conditioned Stimulus (CS)
Conditioned Response (CR)
Classical Conditioning in Commercials

Best Part of Waking Up!

What Your Man Could Smell Like

More Than Medication

Smells Like a Man!

Share a Coke!