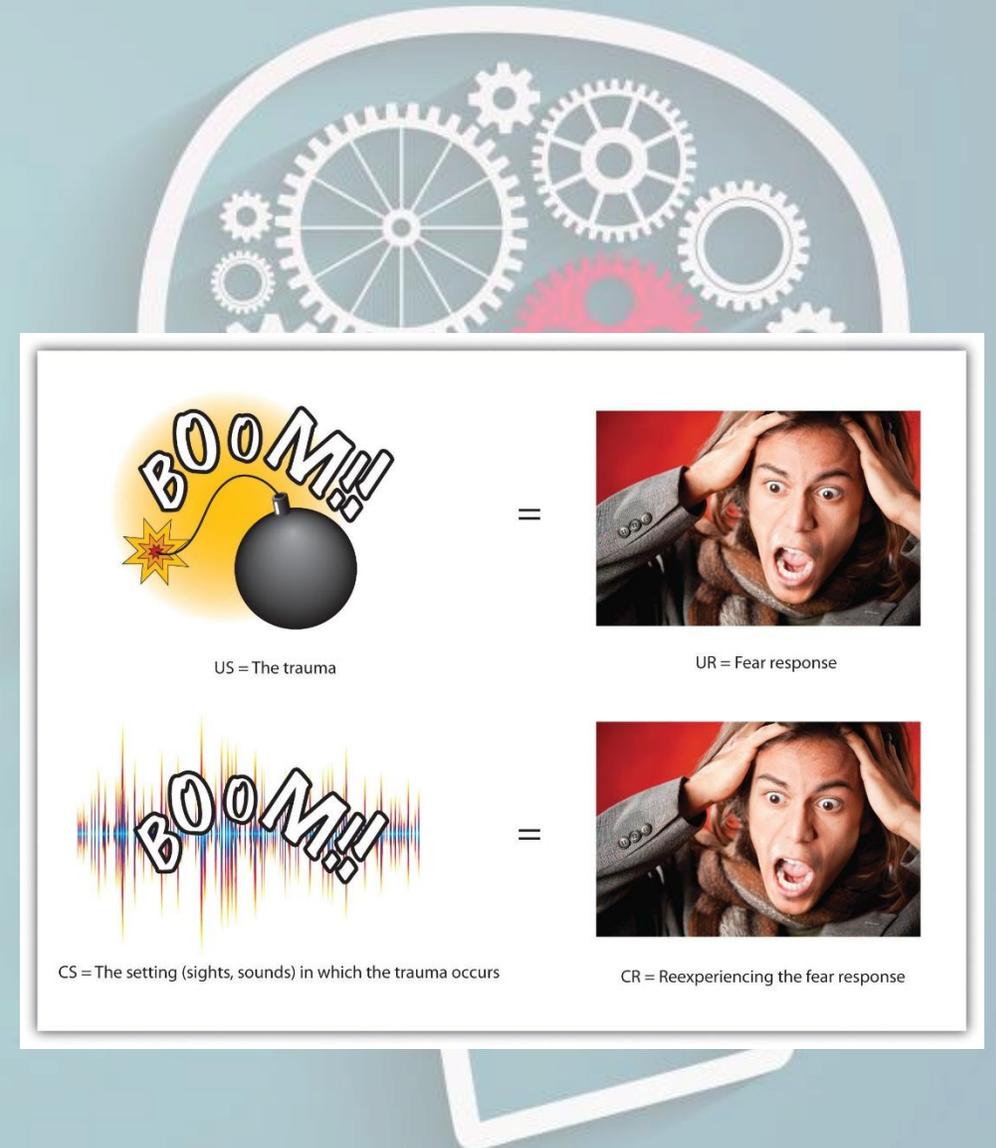


Applications of Classical Conditioning



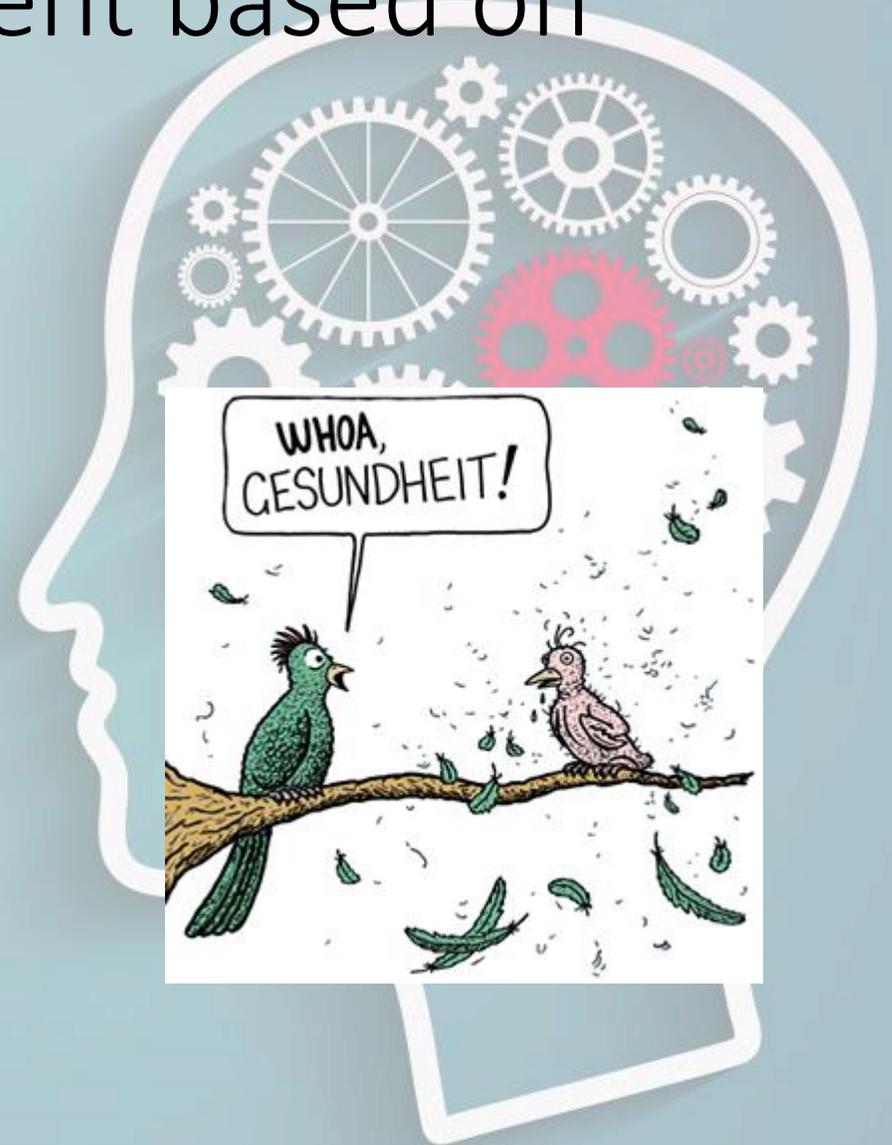
Using Classical Conditioning

- Once the connection between Classical Conditioning and Learning was established it opened up a whole new study on how behaviors can be learned, and unlearned.
- Theory developed into applications of principles to help teach behaviors
 - Not always ethically



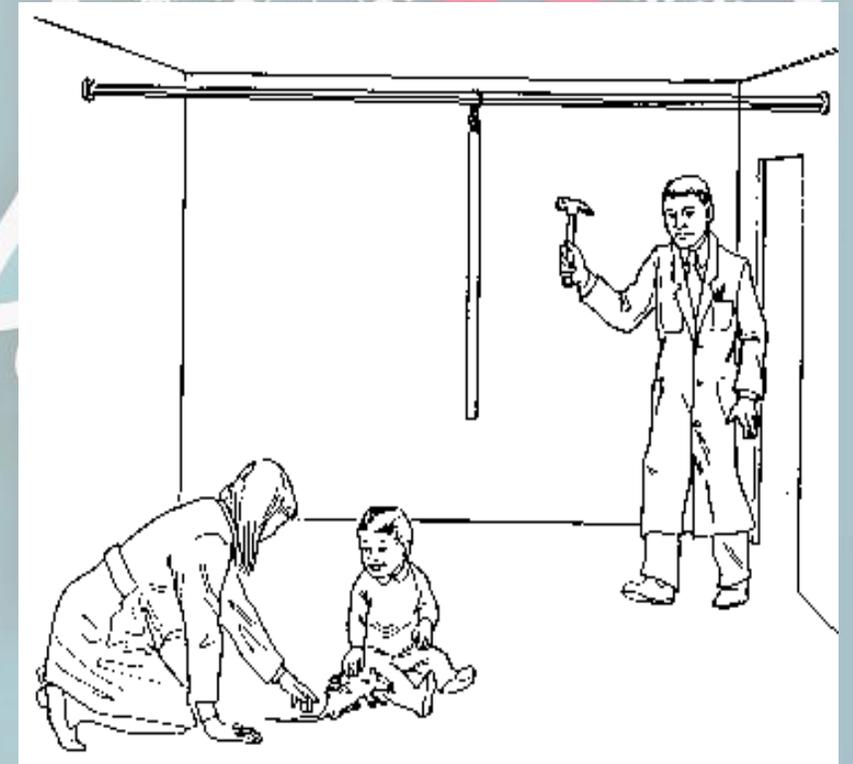
Understanding of Development based on Classical Conditioning

- First studied by John Watson
- Contributed to the understanding that most of our learned reactions are primarily developed through classical conditioning
 - Ex. Saying “Bless You” after a person sneezes



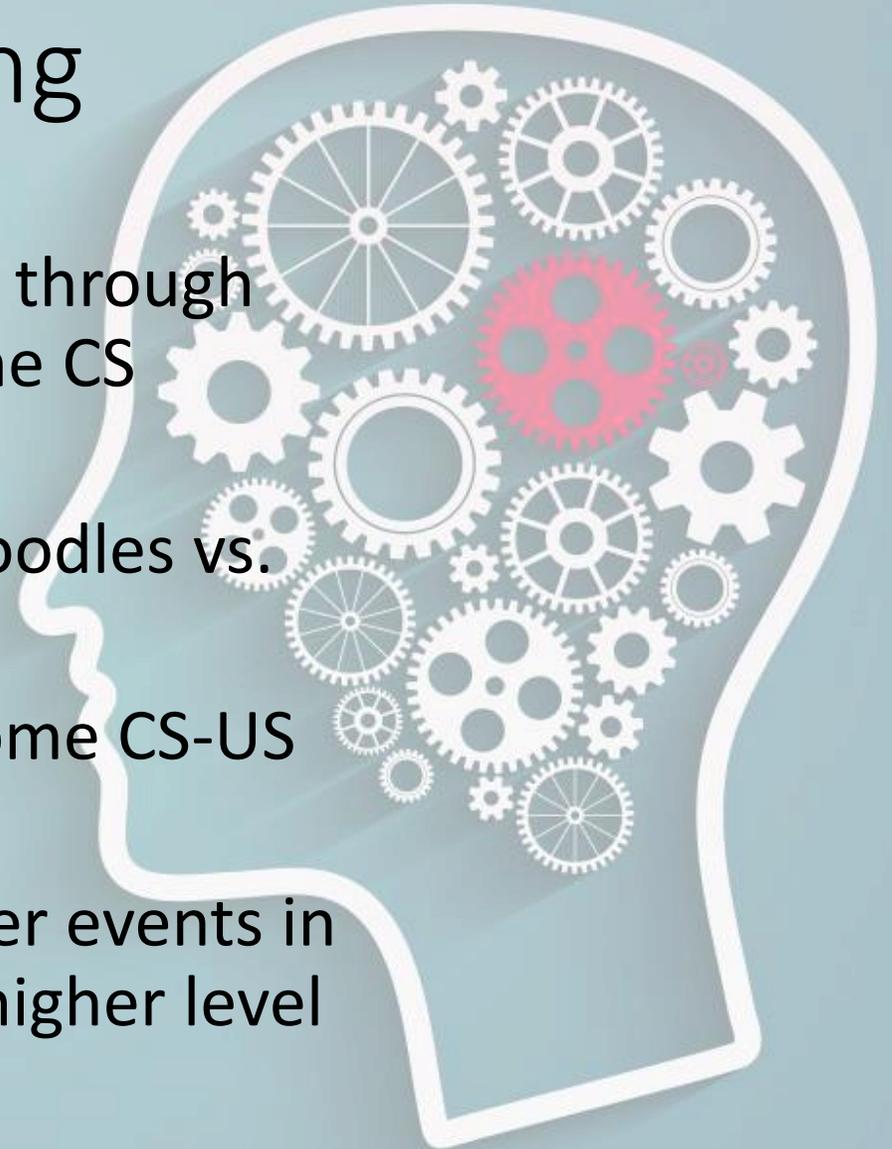
The Nature of Fears and Phobias

- John Watson and Rosalie Rayner experimented with teaching a behavior using Classical Conditioning
- Baby Albert Experiment
 - Taught a baby to fear a white rat (conditioned response) by pairing a white lab rat (conditioned stimulus) with the loud noise of a hammer and steel rod (unconditioned response)
 - Baby Albert learned to associate the rat with the loud noise and became afraid of the rat



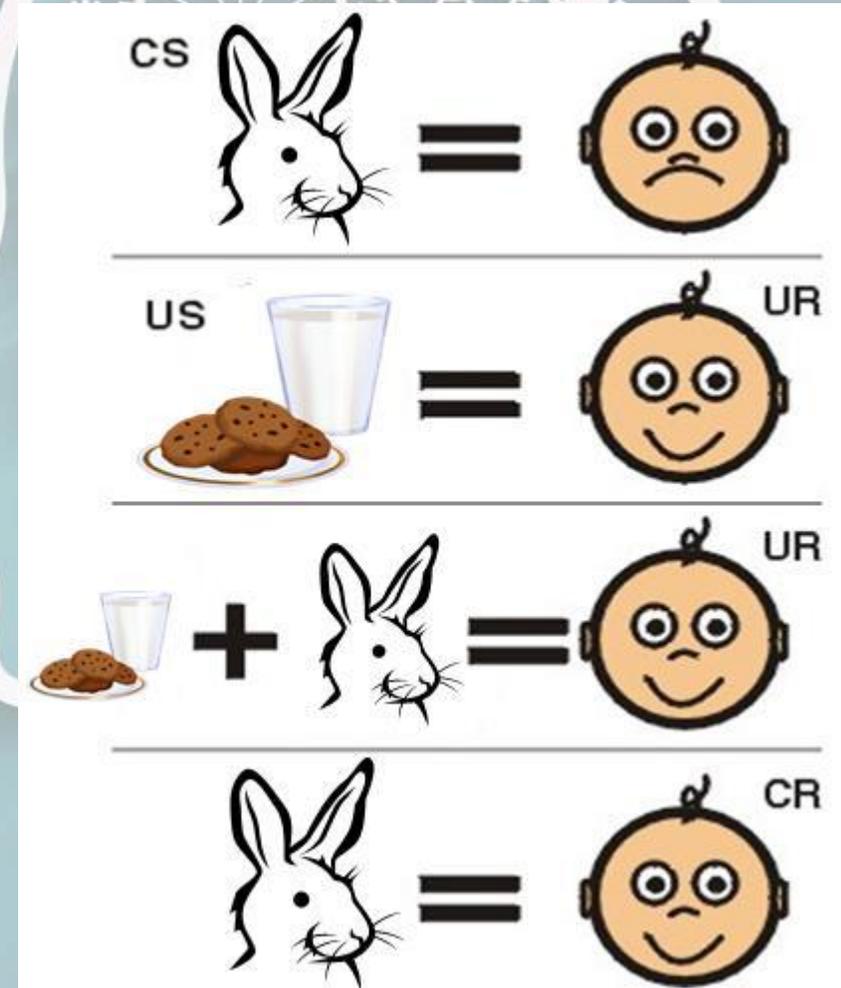
Factors in Phobic Conditioning

- Observational Learning-acquiring a fear CR through observing someone else showing fear to the CS
- Temperament-an organism's base level of emotionality & reactivity to stimulation (Poodles vs. German Shepherd dogs)
- Preparedness-the tendency to associate some CS-US associations more readily than others
- History of Control- having some control over events in their lives immunizes organisms against a higher level of fear associated with strange new stimuli



Treating Phobias: Counterconditioning

- Developed by Mary Jones
- Used counter conditioning to help her subject Peter overcome his fear of Rabbits
 - One CS is presented at the same time as another event, that elicits an incompatible response
 - Paired Cookies and Milk (Unconditioned Stimuli of happiness) with rabbit (Conditioned Stimuli of fear). Gradually moved rabbit closer and was able to eventually remove cookies. Peter unlearned his fear of rabbits



Aversion Therapy

- Pair the problem behavior with an aversive stimulus
- Simply put it is attempting to get a subject to no longer perform a behavior by pairing it with an unattractive stimuli
 - Ex. Smoking paired with a punch in the arm
- As an association forms the attractiveness of the problem behavior is reduced



Classical Conditioning in Advertising

- Pair products with stimuli that elicit positive emotions (e.g., a form of second-order conditioning)
- Stuart et al. (1987) showed a series of slides to college students that contained neutral scenes, pleasant scenes, and various products
 - Experimental group = Brand L toothpaste was presented several times and always followed by pleasant scenes
 - Control group = Brand L toothpaste was always followed by neutral scenes
- Afterwards she found that Experimental students rated Brand L significantly more positively than the Control group did

