Psychology 300/480
Principles of Learning (Chapter 5)

To properly prepare for the test that includes this chapter you should study the material in the book and in lecture that would allow you to do the following:

1. Describe the classical conditioning model originally developed by Ivan Pavlov, including the various factors that influence this type of learning and the various outcomes that can occur (e.g., stimulus generalization, stimulus discrimination, etc.).
2. Describe John Watson’s work with “Little Albert” and how classical conditioning works in fears, taste aversions, advertising, etc.
3. Describe B.F. Skinner’s basic views of behavior and the operant conditioning model that he developed.
4. Describe the concepts of positive and negative reinforcement and positive and negative punishment.
5. Describe the reasons for avoiding the use of harsh punishment as a form of discipline.
6. Describe the concept of shaping and differentiate it from the simple reinforcement of a behavior.
7. Describe the concepts of continuous and partial reinforcement, including the various types of partial reinforcement (e.g., fixed-interval, variable-ratio, etc.) that are possible.
8. Describe the research and views of Albert Bandura, and the observational conditioning model that he developed, including the factors that influence this type of learning.