

Chapter 4: Learning

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Discussion...

- What Does it Mean to Have Learned?
- What Do You Need to Know?
- How Do We Learn?
- What is the Best Way to Modify Behavior?

Learning is....

A RELATIVELY permanent Change
in Behavior OR COGNITION
Due to EXPERIENCE!

What Do I Need To Know?

- BEHAVIORISM
- Classical Conditioning
 - Ivan Pavlov - Dog Experiment
 - John B. Watson - Little Albert
- Operant Conditioning
 - B.F. Skinner - Skinner Box
- Social Learning
 - Albert Bandura - Bobo Doll

Do You Understand This Now?

You have to come to class to see the funny cartoon! 😊

How Do We Learn?

- [The Office: Do You Want an Altoid?](#)
- [The Big Bang Theory: Would You Like a Chocolate?](#)
- [Cat Feeder](#)
- [Tantrums](#)
- [Giggles](#)

Schedules of Reinforcement Graph
Shown in class

How Do We Learn?

- Should You Punish?
- Should You Spank?
- Should We Give \$ for Grades?
- Should We Give Pizza Parties or Tape the Principal to the Wall for Good Grades?
- Should We Give Cars for Perfect Attendance?
- Why Do Children Swear?
- How Do We get Children to Behave in Socially Appropriate Ways?
