**Chapter 8: Learning**

**Study Guide**

**How do we Learn:**

* What is learning?
* What is associative learning?
* Who introduced the term of Behaviorism?

**Classical Conditioning**

* Who is the figure most associated with the development of classical conditioning?
* Classical conditioning is based on the discovery of learning through the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of two stimuli
* What did Pavlov discover during his studies of salivary response that caused him to conduct his studies in classical conditioning?
* What was Pavlov criticized for ignoring?
* Understand all of the components of classical conditioning
  + Unconditioned Stimulus
  + Unconditioned Response
  + Conditioned Stimulus
  + Conditioned Response
* Know the following terms associated with classical conditioning
  + Generalization
  + Discrimination
  + Extinction
  + Spontaneous Recovery
* Give some examples of learning that illustrates the involvement/importance of cognitive processes.
* What is the role of biology in learning?
  + What associations are animals most likely to make?
  + What types of aversions or fears are most likely to be learned?
  + What was shown in the research by Garcia and Koelling?
* Who is John Watson, and what was his famous research experiment? What did he believe the focus of psychology should be?

**Operant Conditioning**

* What controls human behavior according to Skinner?
* What is the Law of Effect and who introduced the concept?
* What is operant conditioning? How is it different from classical conditioning?
* Who developed the theory of operant conditioning?
* What is a Skinner Box? What other term do we use for it?
* What is reinforcement?
* What are primary and secondary reinforcers?
* What is the difference between positive and negative reinforcement?
* What is punishment and how does it differ from reinforcement?
* What is more successful in parenting, the use of reinforcement or punishment?
* Define the different reinforcement schedules and provide an example of each
  + Fixed Interval
  + Variable Interval
  + Fixed Ratio
  + Variable Ratio
* What is the difference between immediate and delayed reinforcers? What are the strengths and weaknesses of the various reinforcement schedules?
* What is shaping and how is it accomplished? What are successive approximations?
* What was Skinner criticized for discounting?
* Understand the significance of Tolman’s research.
  + Cognitive Maps
  + Latent Learning
* What is intrinsic motivation and how does it differ from extrinsic motivation?

**Observational Learning**

* Who is Albert Bandura and what famous research study is he responsible for?
* What is observational learning?
* What is modeling?
* What are mirror neurons?