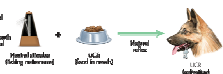


Classical Conditioning

Classical Conditioning (Pavlovian Conditioning): A type of learned response in which a neutral object comes to elicit a response when it is associated with a stimulus that already produces a response (page 226).

Examples of Classical Conditioning:

Pavlov's dogs	"That was easy"	Advertising	Little Albert	Feeling good (or sad) when you hear a song
<p>Before Conditioning</p> <p>When an unconditioned stimulus (UCS) is presented, the dog salivates. The UCS is food, and the UCR is salivation. The UCS is not associated with any response before conditioning.</p>  <p>During Conditioning</p> <p>In the conditioning phase, the neutral stimulus (NS) is repeatedly presented to the dog along with the UCS. The NS is a bell, and the UCS is food. The dog salivates to the UCS.</p>  <p>After Conditioning</p> <p>The bell (NS) is now associated with the UCS (food). The dog salivates to the NS (bell) alone, which is now the CS (conditioned stimulus). The UCR (unconditioned response) is salivation.</p>  <p><small>Figure 5.1 © 2010 Worth Publishers</small></p>			 <p>Figure 5.3 Harcourt/McMillan, Psychology, 8e, © 2010 Worth Publishers Berjman/Harris</p>	

That was Easy



US →	UR	NS	CS →	CR

US = unconditioned stimulus = unlearned "cause"

UR = unconditioned response = unlearned "effect"

The **US** that leads to the **UR** is a "cause" and "effect" that naturally occurs.

NS = neutral stimulus = a stimulus that initially has no effect on behavior.

CS = conditioned stimulus = learned "cause"

CR = conditioned response = learned "effect"

The **CS** that leads to the **CR** is a "cause" and "effect" is acquired or learned.

Classical Conditioning and Advertising



US →	UR	NS	CS →	CR

Fear and Classical Conditioning

The acquisition of fears can be explain and treated through classical conditioning.

Fear and classical conditioning--Little Albert:

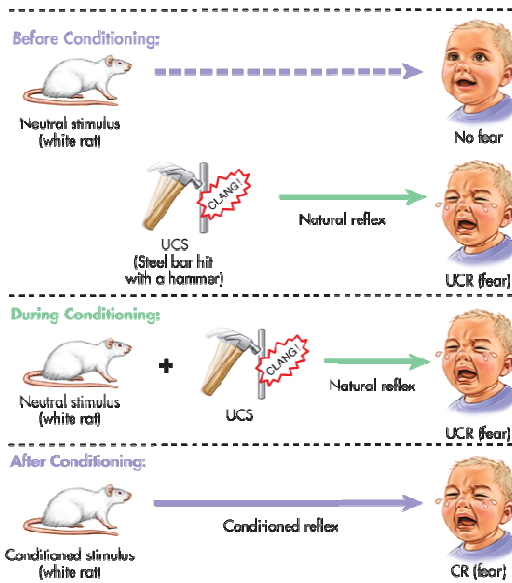


Figure 5.3
Hackerhury/Nolan, *Psychology*, 8e, © 2018 Worth Publishers

People can develop a fear of Tuesdays, dentists, cars, dogs, haunted houses, school, flying, cruise ships, the postman, etc.

Classical Conditioning



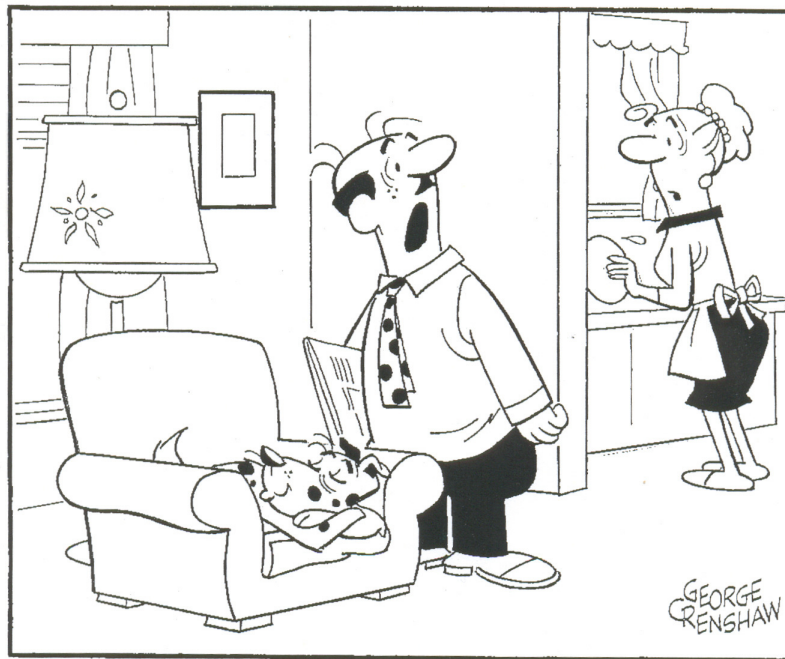
US →	UR	NS	CS →	CR

Classical Conditioning

FIGURE 5.7

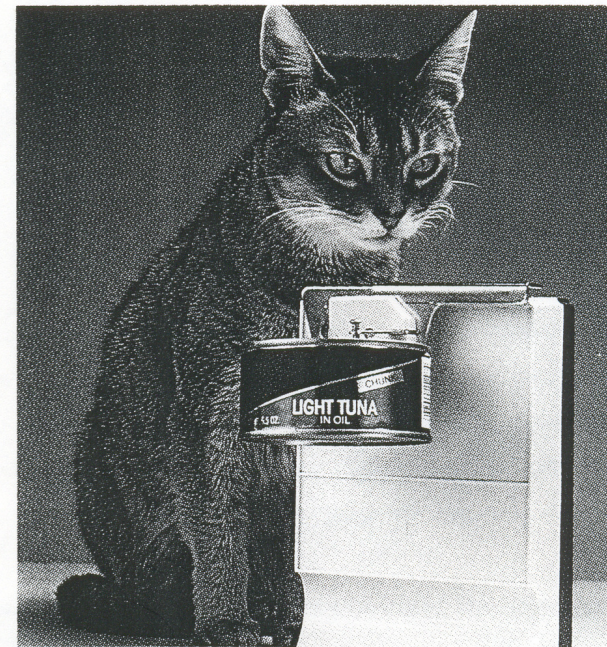
Classical Conditioning: Useful for Practical Purposes

Classical conditioning has many practical applications.



"GO RUN THE ELECTRIC CAN OPENER SO HE'LL
GET OFF MY CHAIR."

(Source: George Crenshaw / Post Dispatch Features.)



In rapt contemplation

There is nothing inscrutable about this young tiger cat. Cognitive theorists explain her conditioned response on the basis of expectancy: The sound of the can being attached to the opener permits her to predict the arrival of food.

Elements of Classical Conditioning

Classical Conditioning (Pavlovian Conditioning): A type of learned response in which a neutral object comes to elicit a response when it is associated with a stimulus that already produces a response ([page 226](#)).

Identify the US, UR, neutral stimulus, CS and CR

- (1) Before each of his chemotherapy sessions, Allen, a young cancer patient, is given a bowl of ice cream. The chemotherapy makes Allen nauseated. Now just seeing the bowl of ice cream makes him feel queasy.
- (2) Frank loved to swim in the lake near his house. After swimming in the lake one afternoon, he discovered two big slimy, bloodsucking leeches firmly attached to his leg. He was revolted as he pulled the slimy leeches off his leg. Now every time he passes the lake, he shudders in disgust.
- (3) Every time two-year-old Jodie heard the doorbell ring she raced to open the front door. On Halloween night, Jodie answered the doorbell and encountered a scary monster with nine flashing eyes. Jodie screamed in fear and ran away. Now Jodie screams and hides whenever the doorbell rings.

Classical Conditioning

Tannen Maury/The ImageWorks



Bill Aaron/PhotoEdit

Classical conditioning in action. Have you every wondered why politicians kiss babies? Or why beautiful women are so often used to promote products?

Using the process of classical conditioning, explain why politicians kiss babies or why beautiful women are often used to promote products.

What is the

US →	UR	NS	CS →	CR

USPS versus UPS



Which one are people more likely to feel better about?



Explain your answer

How Can Classical Conditioning Explain the Feeling people have about Haunted Houses?



US →	UR	NS	CS →	CR

Classical Conditioning and Visiting the Dentist

Most of us don't like going to the dentist, and avoid going to the dentist. Using classical conditioning, figure out and identify the US, UR, NS, CS and CR.



Why is knowing about classical conditioning in this situation important?

Understanding Classical Conditioning



Richard Dean
@dad_on_my_feet

As a grown-up I've learned that all the "Christmas magic" I felt as a kid was really a mom who loved me so damn much.

US →	UR	NS	CS →	CR

Understanding Classical Conditioning

- Why is learning about this important?
- How does this help us understand stress during (American/Western culture) holidays?
 - How would this explain someone else's different emotions during (American/Western culture) holidays?