

Where do I see Operant Conditioning in “The Real World?”

- Carls Jr. and Kate Upton advertisements
 - Theater versus movie actors
 - Sequels
 - Reality TV
 - Negative political attack ads
 - Partisan and biased thinking
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- Why there is a low rate of savings in the United States
 - Why it is hard to reinforce the power of compound interest
 - Low vaccination rates
 - Difficulties with preventative maintenance (repairing bridges, weatherizing your home, etc.)
 - Implementing good economic policies
 - Eliminating bad economic policies
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- People giving up on looking for a job
 - Low achievement motivation in some people
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- The negative feelings people have for the IRS
 - Economic sanctions on other countries

Apply Your knowledge of the Psychology of Learning

You should start relating the psychology of learning to your list of occupations and/or social issues.

Where do you see the psychology of learning in “the real world” at work?

- What are examples where reinforcement is used well?
- What are examples where reinforcement is used, but needs improvement?
- What are examples where reinforcement is used, but poorly implemented?

- What are examples where punishment is used well?
- What are examples where punishment is used, but needs improvement?
- What are examples where punishment is used, but poorly implemented?