BEHAVIORISM LEARNING THEORY

Learning is a relatively permanent change in behavior due to experience.

Theorist

IVAN PAVLOV

Dog with bell ©Free for Canva Pro via Canva.com

- Discovered key concept - Classical Conditioning
- Classical Conditioning - learning process where a previously neutral stimulus (such as a bell) becomes associated with an unconditioned stimulus (like food) that naturally produces a response (salivation).

EDWARD THORNDIKE

- Formulated the Law of Effect
- Law of effect - responses to a situation that are followed by satisfaction are strengthened; responses followed by discomfort are weakened

Cat inside carrier ©Free for Canva Pro via Canva.com

B.F. SKINNER

Rat in a cage ©Free for Canva Pro via Canva.com

- Formulated the principle of Operant Conditioning
- Operant conditioning - a response followed by a reinforcer is strengthened and therefore, more likely to occur again
- Focused on rewards and punishment shaping behavior.

Principles

- Learning is defined by changes in behavior.
- The most effective way to study learning is by focusing on observable stimuli and response mechanisms.
- Internal mental processes are largely excluded from study, as they are not directly observable.

Terminology

You must raise your hand before speaking.

Stimulus

Response

Positive Reinforcement

Negative Reinforcement

Negative Punishment