1. learning - a systematic, relatively permanent change in behavior that occurs through experience

2. behaviorism - a theory of learning that focuses solely on observable behaviors, discounting the importance of such mental activity as thinking, wishing and hoping

3. associative learning - learning that occurs when we make a connection or an association, between two events
   - includes both classical conditioning and operant conditioning
   - application: look for words that imply an associating has been made (examples: anticipate, expect, predict, etc.)

4. observational learning - learning that occurs when a person observes and imitates another's behavior

5. classical conditioning - a learning process in which a neutral stimulus becomes associated with a meaningful stimulus and acquires the capacity to elicit a similar response

6. unconditioned stimulus (UCS) - a stimulus that produces a response without prior learning

7. unconditioned response (UCR) - an unlearned reaction that is automatically elicited by the unconditioned response
   - application: biological response to things naturally occurring

8. conditioned stimulus (CS) - a previously neutral stimulus that eventually elicits a conditioned response after being paired with the unconditioned stimulus
   - application: described as associated with unconditioned stimulus / something that naturally causes a response

9. conditioned response (CR) - the learned response to the conditioned stimuli that occurs after conditioned stimulus-unconditioned stimulus pairing
   - caused by a conditioned stimulus

10. acquisition - the initial learning of the connection between the unconditioned stimulus and the conditioned stimulus when these two stimuli are paired

11. generalization (in classical conditioning) - the tendency of a new stimulus that is similar to the original conditioned stimulus to elicit a response that is similar to the conditioned response

12. discrimination (in classical conditioning) - the process of learning to respond to certain stimuli and not others

13. extinction (in classical conditioning) - the weakening of the conditioned response when the unconditioned stimulus is absent

14. spontaneous recovery - the process in classical conditioning by which a conditioned response can recur after a time delay, without further conditioning

15. renewal - the recovery of the conditioned response when the organism is placed in a novel context

16. counterconditioning - a classical conditioning procedure for changing the relationship between a conditioned stimulus and its conditioned response

17. aversive conditioning - a form of treatment that consists of repeated pairings of a stimulus with a very unpleasant stimulus
   - example: antabuse (causes nausea when alcohol is used)

18. habituation - decreased responsiveness to a stimulus after repeated presentations

19. operant conditioning - also called instrumental conditioning, a form of associative learning in which the consequences of a behavior change the probability of the behavior's occurrence

20. law of effect - Thorndike's law stating that behaviors followed by positive outcome are strengthened and the behaviors followed by negative outcomes are weakened

21. shaping - rewarding approximations of a desired behavior; little steps to reach a goal behavior
   - application: described as associated with unconditioned stimulus / something that naturally causes a response

22. reinforcement - the process by which a rewarding stimulus or event (a reinforcer) following a particular behavior increases the probability that the behavior will happen again

23. positive reinforcement - an increase in the frequency of a behavior in response to the subsequent presentation of something that is good
   - increases behavior
   - something is added (something good is added)
   - example: grades, paycheck, gold star
24. **negative reinforcement** - an increase in the frequency of a behavior in response to the subsequent removal of something that is bad
   - increases behavior
   - something is taken away (something negative is taken away)
   - example: not having to do chores

25. **avoidance learning** - an organism’s learning that it can altogether avoid a negative stimulus by making a particular response

26. **learned helplessness** - an organism’s learning through experience with unavoidable negative stimuli that it has no control over negative outcomes
   - uncontrolled negative events can lower immune system functioning

27. **primary reinforcer** - a reinforcer that is innately satisfying; one that does not take any learning on the organism’s part to make it pleasurable

28. **secondary reinforcer** - a reinforcer that acquires its positive value through an organism’s experiences; this is a learned or conditioned reinforcer

29. **generalization (in operant conditioning)** - performing a reinforced behavior in a different situation
   - applying learned response items similar to learned stimuli
   - example: Little Albert being afraid of other animals, not just white rats

30. **discrimination (in operant conditioning)** - responding appropriately to stimuli that signal that a behavior will or will not be reinforced

31. **extinction (in operant conditioning)** - decreases in the frequency of a behavior when the behavior is no longer reinforced

32. **schedules of reinforcement** - specific patterns that determine when a behavior will be reinforced.
   - continuous reinforcement - reinforced every time (fastest extinction)
   - Four types of partial reinforcement (know all of these):
     1) fixed-ratio (regular/predictable #)
     2) variable-ratio (irregular/unpredictable #)
     3) fixed-interval (regular/predictable time)
     4) variable-interval (irregular/unpredictable time)

33. **punishment** - a consequence that decreases the likelihood that a behavior will occur
   - positive punishment - the presentation of an unpleasant stimulus following a given behavior in order to decrease the frequency of that behavior
     - decreases behavior
     - something is added (something negative is added)
     - example: spanking
   - negative punishment - the removal of a positive stimulus following a given behavior in order to decrease the frequency of that behavior
     - decreases behavior
     - something is taken away (something good is taken away)
     - example: grounding

34. **applied behavior analysis** - the use of operant conditioning principles to change human behavior

35. **latent learning** - also called implicit learning; unreinforced learning that is not immediately reflected in behavior
   - getting the "lay of the land" and being able to use the knowledge later

36. **insight learning** - a form of problem solving in which the organism develops a sudden insight into or understanding a problem's solution

37. **instinctive drift** - tendency of animals to revert back to natural tendencies, even after conditioning

38. **preparedness** - some animals learn readily but have difficulty learning in slightly different circumstances
   - species biological predisposition to learn in certain ways but not others

39. **contiguity** - means that the CS and UCS are presented very close together in time

40. **contingency** - means that the CS must not only precede the UCS closely in time, it must also serve as a reliable indicator that the UCS is on its way

41. **Thorndike’s law of effect** - states that behaviors followed by positive outcomes are strengthened, whereas behaviors followed by negative outcomes are weakened
   - Skinner used this idea to develop the notion of operant conditioning

42. **growth mindset** - belief that skills can develop and improve over time
   - greatly benefits individuals
   - less likely to develop learned helplessness

43. **fixed mindset** - belief that people have fixed skills
   - hinders individuals
   - more likely to develop learned helplessness
46. Albert Bandura
- studied observational learning
- studied child behavior with inflated Bobo doll
- children watched adults model aggressive or non-aggressive behavior with the doll
- children who watched aggressive behavior tended to act aggressively with the doll when given the chance
- described attention, motor reproduction, retention, and reinforcement

47. John Garcia
- studied taste aversion
- also studied preparedness; some animals learn readily but have difficulty learning in slightly different circumstances

48. Ivan Pavlov
- created classical conditioning
- bell associated with food to make dogs salivate
  1) UCS (meat) => UCR (salivation)
  2) NS (bell) => no response
  3) CS (bell) + UCS (meat) => UCR (salivation)
  4) CS (bell) => CR (salivation)

49. Robert Rescorla
- studied expectancy learning and information contingency
- contemporary view of classical conditioning; organisms are information seekers, they use logical and perceptual relations among events, and preconceptions to form representations of the world

50. B.F. Skinner
- expanded Thorndike's work
- studied operant conditioning
- nurture; can turn a baby into anything
- Skinner box studies shaping in rats
- believed operant conditioning useful for behavioral control

51. Edward Thorndike
- established power of consequences in determining voluntary behavior
- studied operant conditioning
- cats in puzzle box, must open latch to escape
- cat made fewer and fewer random movements each time until it immediately opened the latch
- Law of Effect

52. Edward Tolman
- studied purposiveness of behavior; behavior is goal directed
- when classical and operant conditioning occur, organism acquires expectations
- stressed information value of the CS; important signal that UCS will follow
- information CS provides is the key to understanding classical conditioning

53. John B. Watson
- studied behaviorism
- classical conditioning in development of fears
- experiment with baby Albert; associates white animals with scary noises, becomes afraid of the animals
- his experiment violates ethical guidelines
- went on to advertising after psychology

54. emotional learning
- recognizing emotions and learning how to manage feelings

55. taste aversion
- a special kind of classical conditioning involving the learned association between a particular taste and nausea unique; only one pairing is required not always accurate reason for nausea

56. superstitious behavior
- may be evolutionary memory/fear of certain things

57. avoidance learning
- an organism's learning that it can altogether avoid a negative stimulus by making a particular response
- never want negative response again
- examples: studying to never fail a test, driving speed limit to never get another ticket
- be careful to not confuse with associative learning

58. social learning
- learning that takes place at a wider scale than individual or group learning, through social interaction between peers

59. reflex
- unconditioned stimulus-unconditioned response (UCS-UCR)
- in classical conditioning, an automatic stimulus-response (S-R) connection

60. placebo effect
- classical conditioning
- associated medication with feeling better

61. physical punishment
- most common reason: parent was spanked as a child and their child also needs strong discipline
- legal