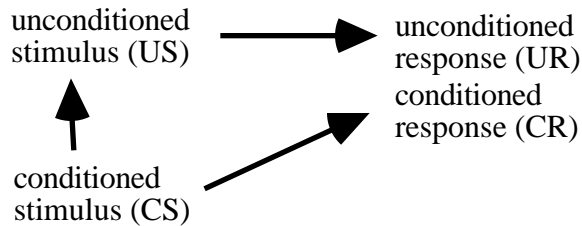


Lecture 3 - Learning to make your brain happy

Pavlov and salivating dogs. The basic **Classical Conditioning** paradigm



Is there a conscious association?

There are constraints on the formation of these associations:

1. You have to notice the CS -> US relationship (e.g. **Overshadowing**)
2. The CS must predict the US: **Contingency** is important

Extinction

3. All associations are not equivalent: (e.g. **Taste Aversion**)

Preparedness (revisited)

4. Timing is critical

The Operant Conditioning paradigm

Remember the **Law of Effect**

Superstitious behavior

Positive reinforcement

Negative reinforcement (is not the same as **punishment**)

Skinner and **schedules of reinforcement**

Fixed ratio

Fixed interval

Variable ratio

Variable interval (If I skip this, be sure to get it from the book!)

Behaviorism (what is it?)

"I believe that we can write a Psychology; define it as...the science of behavior... and never go back upon our definition: never use the terms consciousness, mental states, mind, content, introspectively verifiable, imagery, and the like... It can be done in terms of habit formation, habit integration, and the like." {Watson Psych Rev., 1913, 20, 158-77}

Behaviorism swept away the **introspectionist** schools of American psychology (Structuralism and Functionalism) Why?

Why aren't we all behaviorists today?

What is the status of this sort of learning today?