

# Prentice Hall Color Transparencies

## Introductory Psychology Series

Davis/Palladino, Psychology, 4/e

### Chapter 5

31. The Classical Conditioning Process

The elements of classical conditioning are summarized.

32. Pavlov's Classical Conditioning Apparatus

The experimental set-up used by Pavlov is reproduced.

33. The Conditioning of Little Albert

The set-up used by John B. Watson in his study of hapless Little Albert is illustrated.

34. Reinforcement Schedules

Different schedules of reinforcement produce different patterns of responding.

35. The Effects of Shaping

The shaping of behavior based on selective reinforcement of responses is shown.

36. Reinforcement and Punishment

A comparison of reinforcement and punishment is presented.

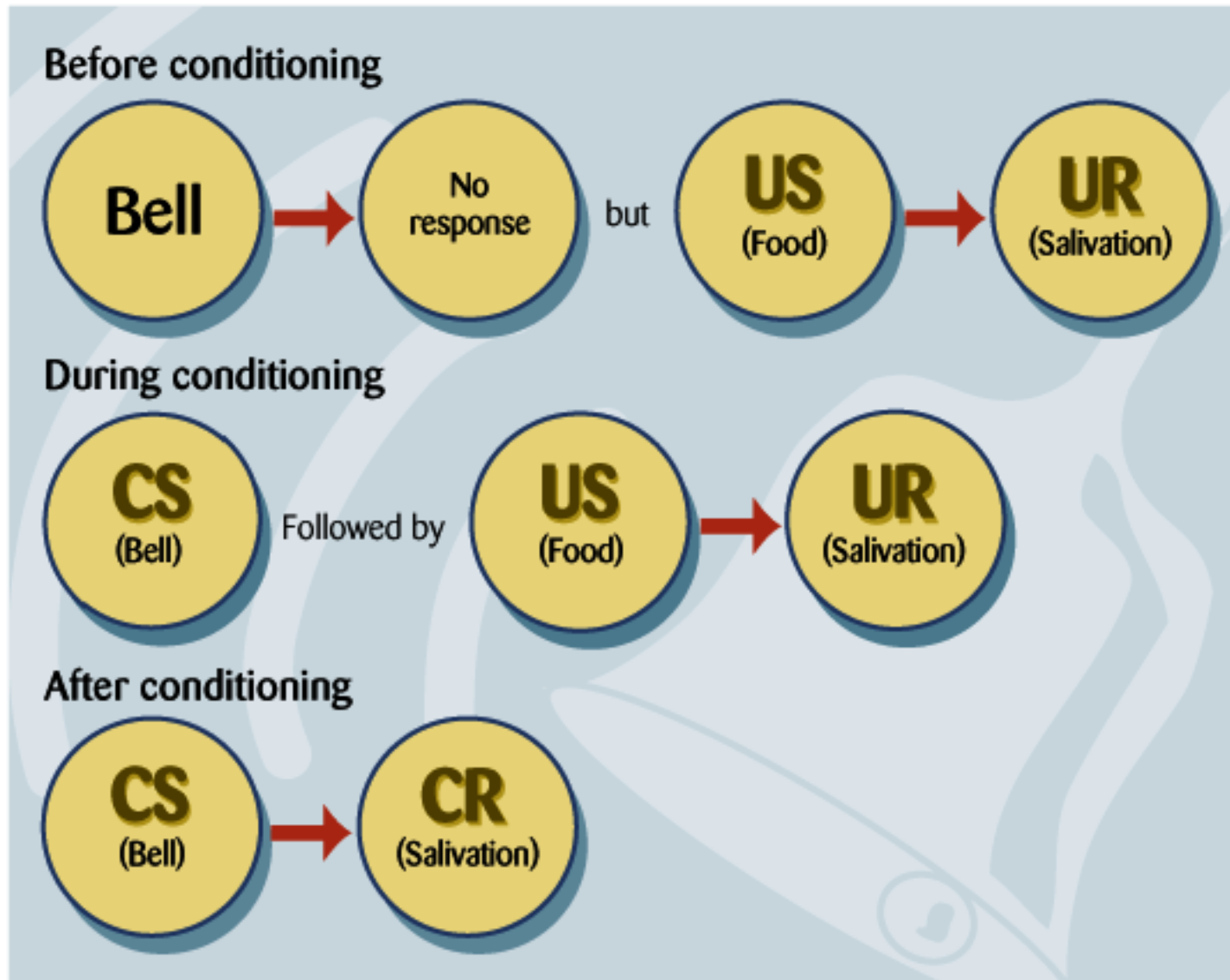
37. Cognitive Maps

Tolman's famous experiments on the formation of cognitive maps in rats are illustrated.

38. Latent Learning

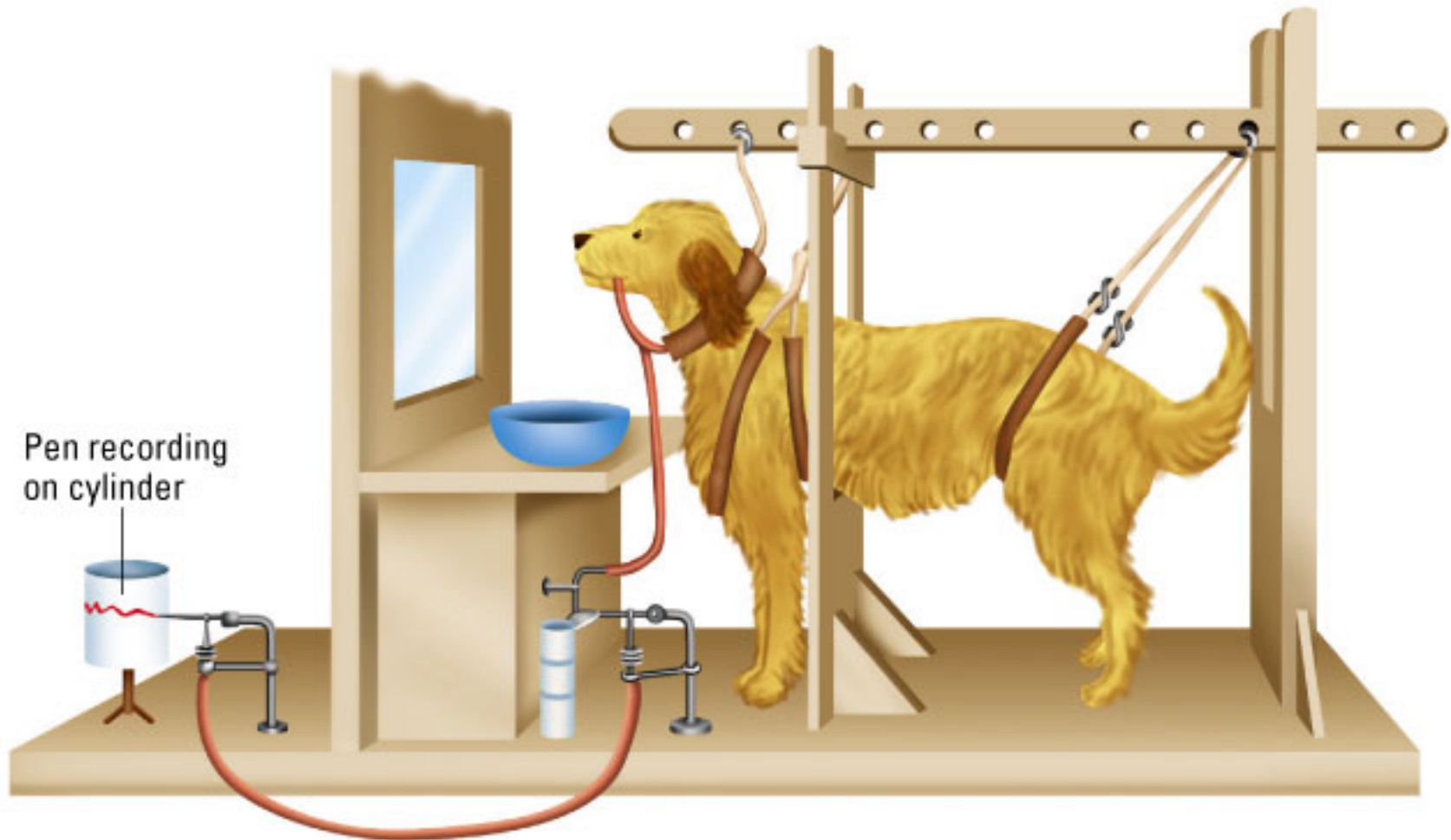
Evidence for latent learning of responses is presented in this figure.

## The Classical Conditioning Process

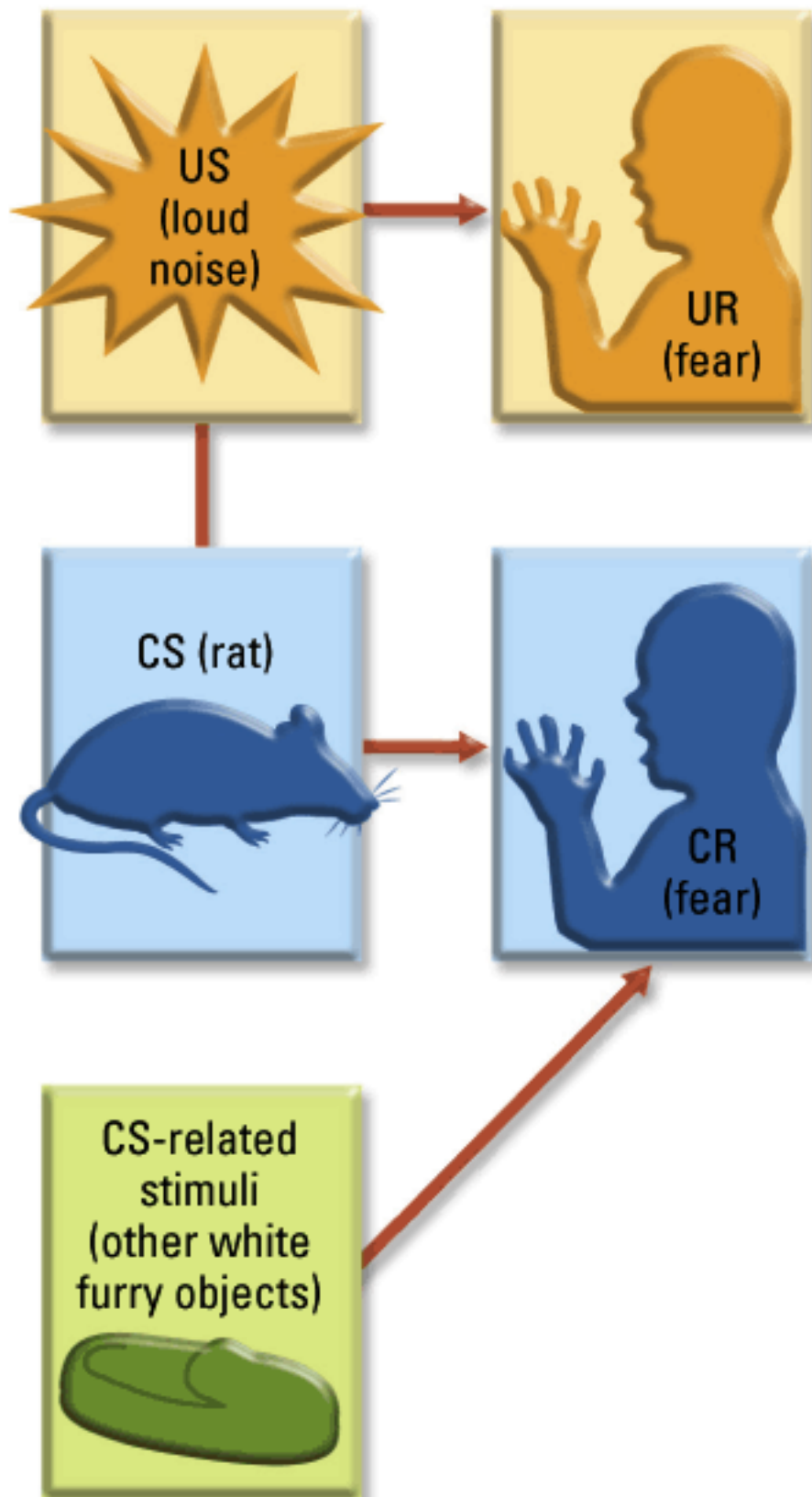


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## Pavlov's Classical Conditioning Apparatus

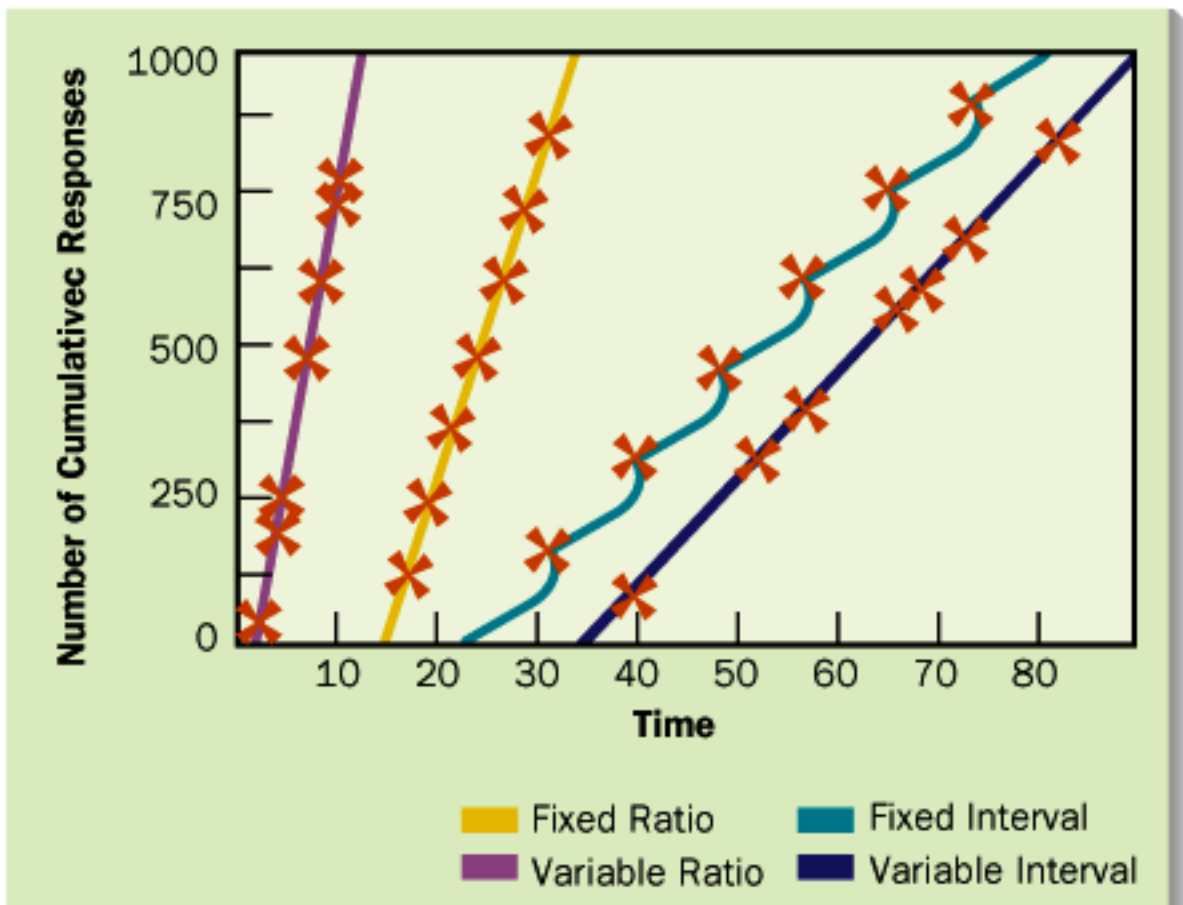


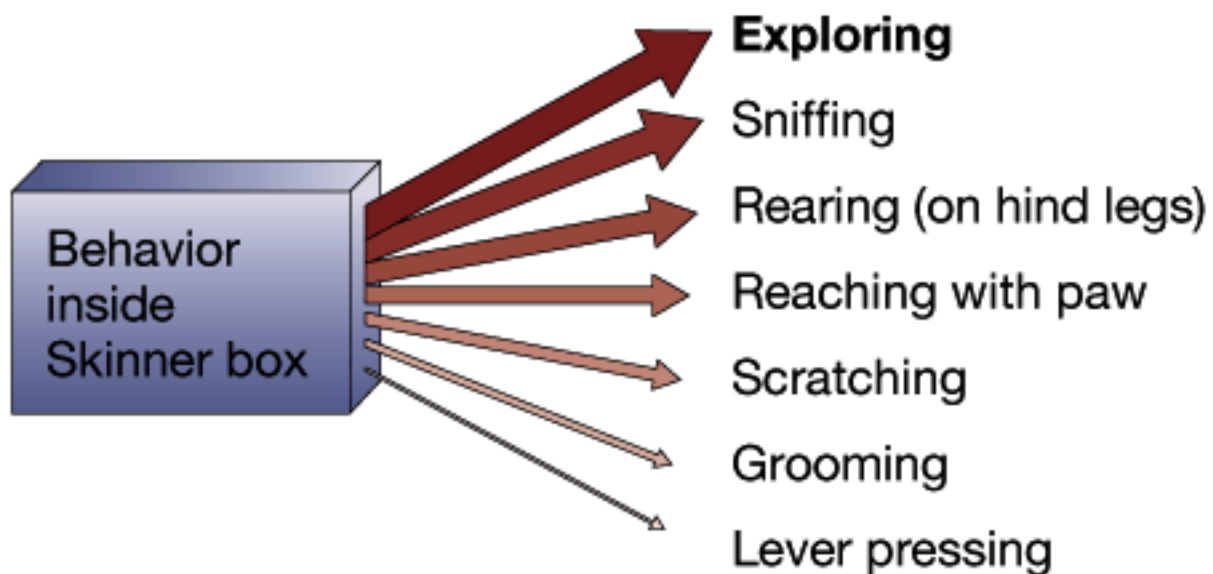
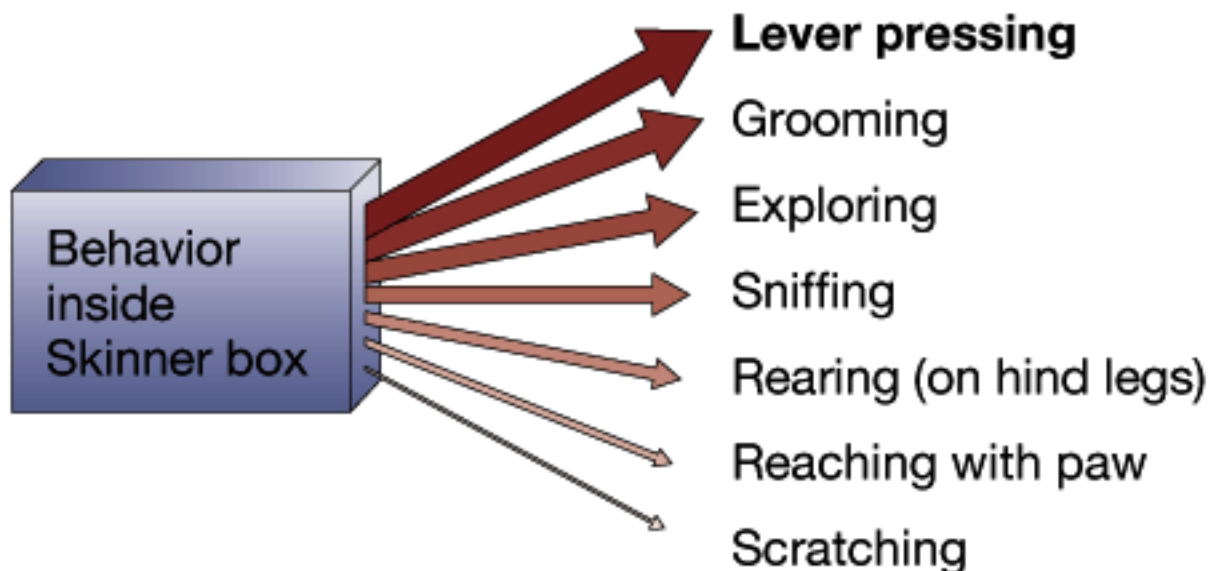
# The Conditioning of Little Albert



### Reinforcement Schedules and Examples

<b>Continuous</b>	A teacher walks students through the steps for solving simultaneous equations. They are liberally praised at each step as they first learn the solution.
<b>Fixed-ratio</b>	The algebra teacher announces, As soon as you've done two problems in a row correctly, you may start on your homework assignments so that you'll be able to finish by the end of class.
<b>Variable-ratio</b>	Students volunteer to answer questions by raising their hands and are called on at random.
<b>Variable-interval</b>	Students are given unannounced quizzes.
<b>Fixed-interval</b>	Students are given a quiz every Friday.



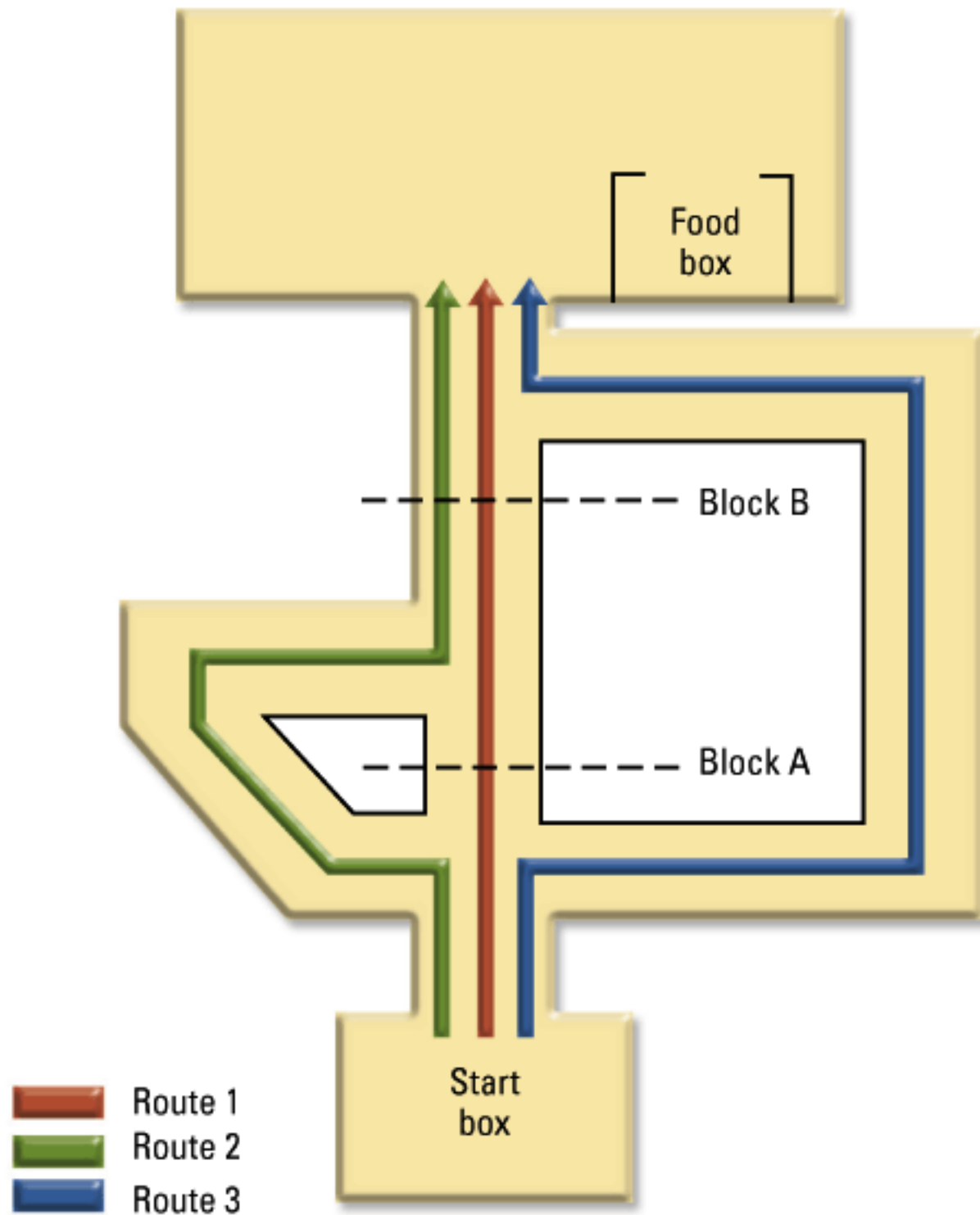
**1st session in Skinner box****10th session in Skinner box**

**Types of Reinforcement and Punishment**

<b>PROCEDURE</b>	<b>EFFECT ON BEHAVIOR</b>	
	<b>Increases</b>	<b>Decreases</b>
<b><i>Presentation of stimulus</i></b>	Positive reinforcement (feed the rat)	Positive punishment (shock the rat)
<b><i>Removal of stimulus</i></b>	Negative reinforcement (stop the shock)	Negative punishment (stop the food)

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## Cognitive Maps



# Latent Learning

