

Main assumption

- Learning

Type of
learning

Type of
learning

Behaviourist Approach

Classical conditioning:

- Pavlov's dogs
- Association
- Unconditioned stimulus/response
- Conditioned stimulus/ response
- Neutral stimulus

Operant conditioning:

- Positive/negative reinforcement
- Punishment
- Skinner's rats

The Behaviourist Approach

Key assumption – Due to learning

Classical conditioning:

- Pavlov's dogs
- Associative learning
- Unconditioned stimulus → Unconditioned response
- Neutral stimulus → Unconditioned response
- Neutral stimulus + Unconditioned stimulus → Unconditioned response
- Conditioned stimulus → Conditioned response

Operant conditioning:

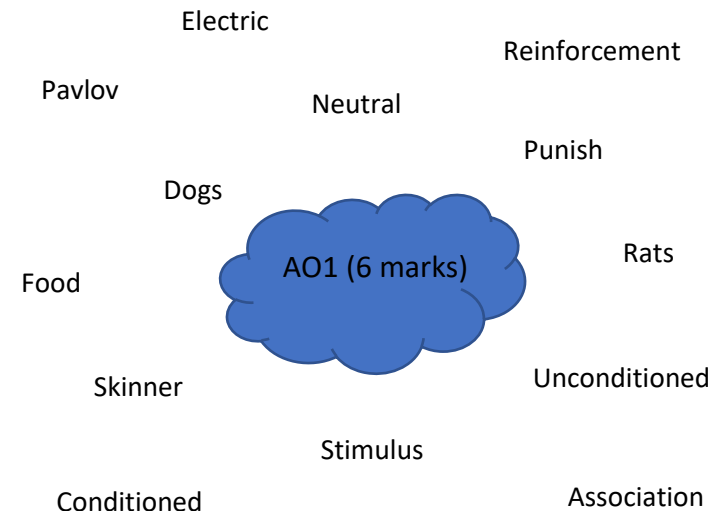
- Skinner's rats
- Positive reinforcement – Make behaviour more likely to repeat (reward)
- Negative reinforcement – Avoids something unpleasant.
- Punishment – Makes behaviour extinct

Experiment A

- Positive reinforcement
- Rat pressed lever to find food.

Experiment B

- Negative reinforcement
- Rat pressed lever to avoid electric shock.



Main assumption:

- Vicarious reinforcement
- Observation
- Imitation

Social learning theory

Vicarious reinforcement

- Reinforcement through imitating someone else

Thought processes.

Bandura's bobo doll study

- Can behaviour be learnt indirectly?
- Children observe adult's behaviour towards a doll.
- Children copied adults if they were rewarded.

Evidence supporting...

Mediational processes:

- Attention
- Retention
- Motor reproduction
- Motivation