# Think

- **What's your favourite food?**
- Think about eating it now.
- **Why are you like a dog? (or cat/rat/pigeon)**

# Learning Theory and Attachment

# The Learning Approach

- An approach in Psychology is what a specific set of theories / ideas / researchers focus on and believe about where behaviour comes from – e.g., cognitive, biological, learning
- The learning approach has 3 main theories
  - **Classical Conditioning**
  - Operant Conditioning
  - **Social Learning Theory**

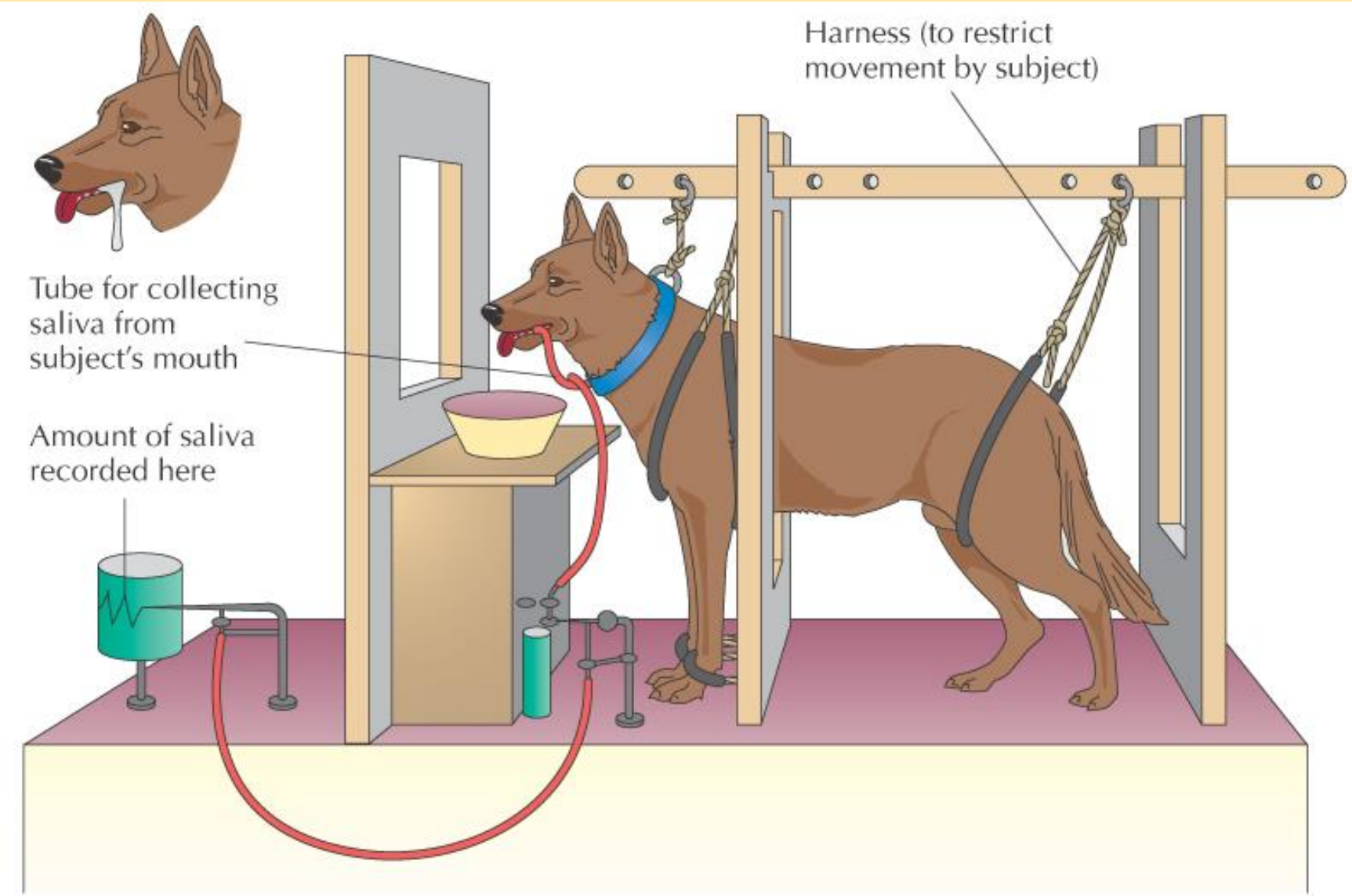
**Behaviour is acquired through association, rewards and punishments**

**Behaviour is acquired through observing and copying others**

# (Simple) Classical Conditioning

- Association – linking a neutral stimulus (something that doesn't naturally generate a response) to an…
- **Unconditioned stimulus (e.g., chocolate, which makes your mouth water naturally!)**

# Pavlov's Dogs



# Classical Conditioning:
## The Basics

In this video we'll introduce very basic concepts in classical conditioning by simulating Pavlov's experiments with dogs.

# (Simple) Classical conditioning

- **Before conditioning**
  - NS (technician)à no response
  - UCS (food) à UCR (salivation)
- **During conditioning**
  - Technician (NS) + Food (UCS) à Salivation (UCR)
- **After conditioning**
  - Technician (CS) à Salivation (CR)

# How do you get a fear of lifts?

- Neutral Stimulus
- **Unconditioned Stimulus (UCS) is …**
- Unconditioned Response (UCR) is …
- **UCS + … → …**
- CS ( … ) → CR ( … )

- Neutral Stimulus = Lift
- **UCS = being trapped**
- **UCR = fear/scared**
- **UCS + NS → UCR (conditioning)**
- CS (Lift) → CR (fear)

# Fear as a conditioned response

- Explain how you would get a fear from these objects:
  - A bicycle
  - **A dog**
  - An airplane
  - **A snake**
  - An A Level subject

## 1. Before conditioning

Unconditioned Stimulus

Unconditioned Response

## 2. Before conditioning

Neutral Stimulus

No Response

## 3. During conditioning

Unconditioned Stimulus

Neutral Stimulus

Unconditioned Response

## 4. After conditioning

Conditioned Stimulus

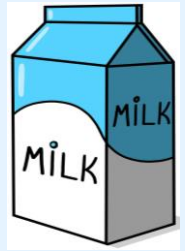
Conditioned Response

# Classical Conditioning & Attachment

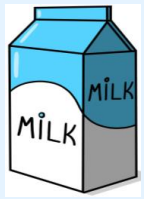
Pavlov's dog is now a baby

The bell is now the mother

The dog food is now milk



## 1. Before conditioning




*Unconditioned stimulus*

*Happy baby – relieved from hunger*

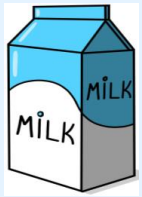
*Unconditioned response*

## 2. Before conditioning

*Neutral stimulus*

*No response*

## 3. During conditioning




*Unconditioned stimulus*

*Neutral stimulus*

*Unconditioned response*

## 4. After conditioning

*Conditioned stimulus*

*Conditioned response*

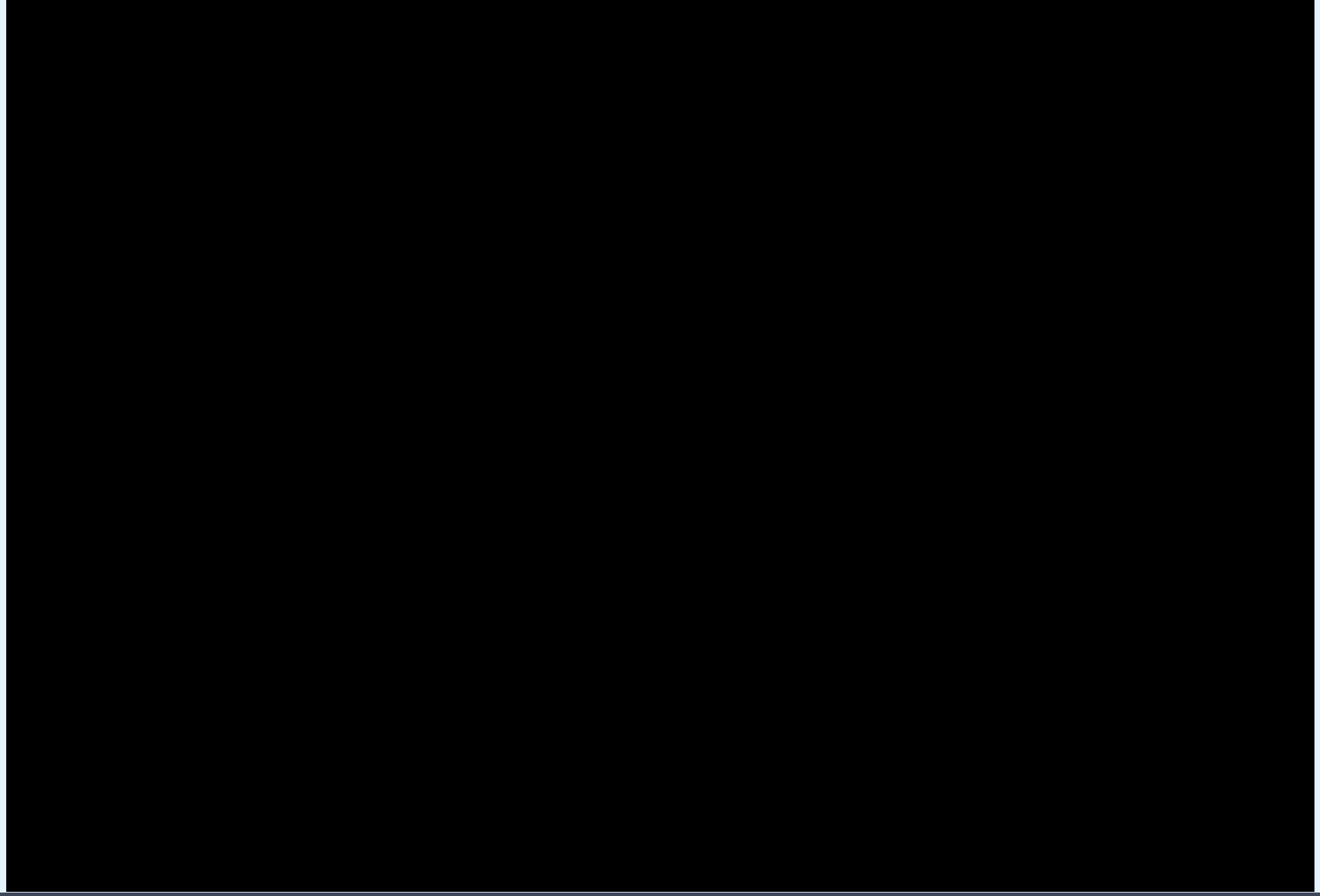
# Classical Conditioning & Attachment

**Task: Write a short summary of how children form an attachment through classical conditioning. Use your diagram to help you.**

***Hint: Make sure that you relate your answer to the formation of an emotional tie/bond between the mother and child.***

***Don't just outline classical conditioning.***

# Operant conditioning



HD

# What is Operant Conditioning?

- OC is about learning through consequence (result).
- **It was developed by B.F. Skinner in the 1930s and 1940s**
- Skinner created the ‘Skinner box’ to test the behavioural responses and learning of small animals such as rats.
- **A behaviour is only repeated if it has a +ve consequence**
- If the behaviour has a -ve consequence – it stops

# The Skinner Box

# Pigeons and Ping Pong

# We don’t really believe he did this…

# How Operant Conditioning Works

- **If a behaviour results in a**
  - Pleasant outcome → reinforced (and likely to be repeated)
  - **Unpleasant outcome → punished (less likely to be repeated)**
- For Skinner's rat:
  - **Press button → get food → reinforcement → press button again**
  - Press button → get a shock → punishment → don't press button again

# OC and attachment

- **Crying → attention and food → +ve reinforcement**
- Baby crying → feed it, crying stops → -ve reinforcement

- **Positive reinforcement – get something you want**
- **Negative reinforcement – stop something you don't want!**

THIS IS
AUDREY

# Types of drive

**You need this to survive**

- Food
- Water
- Sex
- Shelter
- Sleep

**Nice to have and helps you get a ‘need’**

- Money
- Bed
- A Levels

# Primary & Secondary Drives

- Primary drives = basic survival needs (food, sex, water)
- **Secondary drives = fulfill a primary need e.g., we want money because we can therefore buy food – so money = secondary reinforcer**

# Attachment → a secondary drive

- **Hunger → primary drive**
- The caregiver feeding the baby is *associated* with the primary drive reduction
- **The caregiver's behaviour → attachment → secondary drive**