WORKBOOK 5

LEARNING THEORIES

The theory of stimulus & response or cause & effect

In behavioural terms stimulus (or a cause) is defined as that influence which brings about or evokes an identifiable response, whilst a response (or an effect) is that behaviour which is caused or evoked by an identifiable stimulus.

- A stimulus evokes a Response
- A cause results in an affect
- To affect something is to cause something to happen or to being about or evoke an effect.

Negative and positive reinforcers

- Positive reinforces – the kind of process in which a pleasant consequence makes a response more likely
- Negative reinforces – which involves removal of something unpleasant.

A negative reinforcement strengthens a behaviour because a negative condition is stopped or avoided as a consequence of the behaviour

Punishment weakens a behaviour because a negative condition is introduced or experienced as a consequence of the behaviour

Principles of operant conditioning

- Extinction
- Stimulus generalisation discrimination
- Learning schedule
  - On fixed ratio (FR) schedules
  - On variable ratio (VR) schedules
  - On fixed interval (FI) schedules
  - On variable interval (VI) schedules
- Shaping
- Biological limits on learning
- Skinner the man and the myth

Learning by observation

A large proportion of human learning occurs, nor through classical conditioning or as a result of reinforcement or punishment, but through observation. Bandura and Walters argued that traditional leaning theory was grossly incomplete because it neglected the role of observational learning.

By social learning theory, Bandura and Walters meant a combination of:

1) The traditional principles of classical and operant conditioning plus
2) The principles of observational learning or imitation.
3) They felt that they were not rejecting the principles of traditional learning theory but rather were adding one more important principle of learning to the list.

Social learning theory

Social learning theory is based on observational learning. Yet we only imitate some behaviours die to certain environment modelling influences. The three major influences can be summed up as:

a) **Situational similarity** means that a learner is more likely to imitate a model's behaviour if the situation of the model in the immediate environment is similar to situations the learner has experienced before

b) **Previous reinforcement** means that the learner has previously been reinforced to imitate a model's actions

c) **Strength and duration** of association means that a learner is moire likely to imitate a model if their association (relationship) is strong and has lasted for a considerable time frame.

Skills development: planning and implementing behaviour change

1. Describing the behaviour
2. Establishing a baseline
   - Ways to measure the behaviour
   - Ways to record the measurement
3. Determining goals
4. Developing strategies
   - Ernest's strategies
     - Skills development
     - Impulse control
     - Planning
     - Reinforcement
     - commitment
5. Implementation
6. Assessment
7. Reinforcement
8. Continuing the process

Thank you for watching this video and good luck with workbook 5.

Bye for now ⊻