**Reading Outline for Plotnik’s Introduction to Psychology, 4th Edition**

**Module 10 “Operant and Cognitive Approaches”**

**Introduction**

**Operant Conditioning** –

**A. Operant Conditioning**

**Basic Ideas: Thorndike and Skinner**

Thorndike’s Law of Effect

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Skinner’s Operant Conditioning

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**Procedure: Operant Conditioning**

Three factors

1.

2.

3.

**Importance of Immediate Reinforcement**

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**What is CACOB?**

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**Principles of Operant Conditioning**

Toilet Training and Operant Conditioning

1. Target behavior –

2. Preparation –

3. Reinforcers –

4. Shaping –

Food Refusal and Operant Conditioning

1. Target behavior –

2. Preparation –

3. Reinforcers –

4. Shaping –

**Comparison: Classical versus Operant Conditioning**

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| --- | --- |
| Operant Conditioning | Classical Conditioning |
| Goal: | Goal: |
| **1. Voluntary response:** | **1. Involuntary response:** |
| **2. Emitted response:** | **2. Elicited response:** |
| **3.Consequence and reward:** | **3. Conditioned response:** |
| **4. Immediate reinforcement:** | **4. Sequence:** |
| **5. Behavior and consequences:** | **5. Expectancy:** |

**B. Reinforcers**

**Reinforcement –**

**Punishment –**

**Reinforcement: Positive and Negative**

Positive Reinforcement

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Negative Reinforcement

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**Punishment: Positive versus Negative**

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**Primary versus Secondary Reinforcers**

Primary Reinforcers

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Secondary Reinforcers

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**C. Schedules of Reinforcement**

***Skinner’s Genius***

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***How Can You Measure Ongoing Behavior?***

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***Two Basic Schedules of Reinforcement***

**Continuous reinforcement**

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**Partial reinforcement**

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**Four Different Schedules**

1. fixed-ratio schedule –

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**Effect:**

2. variable-ratio schedule –

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**Effect:**

3. fixed-interval schedule –

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**Effect:**

4. variable-interval schedule –

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**Effect:**