

Chapter 6 - Learning

1. What is the definition of learning, according to your text?
 - a. any change in behaviour or knowledge
 - b. changes in human behaviour as a result of knowledge or direct instruction
 - c. a relatively durable change in behaviour or knowledge that is due to experience
 - d. an intentional change in voluntary behaviour or knowledge

ANSWER: c

2. Which of the following is a conclusion we can draw as a result of decades of research on animal models of learning?
 - a. Research on animals examines animal behaviour and physiology, but not learning.
 - b. Learning in animals is instinctive, and includes no cognitive intervention.
 - c. Many principles of learning discovered in animal research apply to humans.
 - d. Animal learning can be applied to humans, but only in terms of reflexive behaviour.

ANSWER: c

3. Conditioning is a specific type of learning. What does it involve?
 - a. changing your response to stimuli as you age
 - b. controlled laboratory experiments, rather than real-world applications
 - c. learning associations between events that occur in the environment
 - d. repeated presentations of noxious stimuli

ANSWER: c

4. Which of the following responses by dogs in Pavlov's laboratory triggered Pavlov's interest in conditioning?
 - a. failure to salivate when food was placed in their mouths
 - b. salivation right after they had swallowed food
 - c. salivation only when food was placed in their mouths
 - d. salivation right before food was placed in their mouths

ANSWER: d

5. A neutral stimulus acquires the capacity to evoke a response that was originally evoked by another stimulus. What is this process called?
 - a. instrumental conditioning
 - b. Skinnerian conditioning
 - c. operant conditioning
 - d. classical conditioning

ANSWER: d

Chapter 6 - Learning

6. Pavlov found that meat powder placed on a dog's tongue will make the dog salivate. What is the meat powder in Pavlov's terms?
- unconditioned stimulus
 - conditioned stimulus
 - conditioned response
 - unconditioned response

ANSWER: a

7. What was the unconditioned response in Pavlov's original experiment on classical conditioning?
- the presentation of meat powder following a tone
 - the sound of a tone
 - salivation elicited by meat powder
 - salivation elicited by a tone

ANSWER: c

8. What is the stimulus that naturally evokes an unlearned response in classical conditioning?
- conditioned stimulus
 - conditioned reinforcer
 - unconditioned reinforcer
 - unconditioned stimulus

ANSWER: d

9. In classical conditioning, what is the stimulus that is originally neutral but comes to elicit a response as a result of learning?
- conditioned stimulus
 - conditioned response
 - unconditioned stimulus
 - unconditioned response

ANSWER: a

10. What is a conditioned stimulus?
- an unlearned reaction that occurs without previous conditioning
 - a stimulus that elicits an reflexive response and can do so regardless of any additional learning
 - a previously neutral stimulus that, through conditioning, acquires the capacity to elicit a conditioned response
 - a learned reaction that occurs because of previous conditioning

ANSWER: c

Chapter 6 - Learning

11. What is the major difference between a conditioned stimulus and an unconditioned stimulus?
- the order in which they are presented
 - during conditioning, the response to one increases while the response to the other decreases
 - one reliably elicits the response of interest prior to conditioning while the other does not
 - the strength of the response that each stimulus elicits

ANSWER: c

12. Carson used to really enjoy lime sherbet, and when he was in Mexico, he tried frozen lime margaritas. After his fourth margarita, Carson became extremely ill. Now he finds that even the sight of lime sherbet in a bowl can make him feel queasy. What is the unconditioned stimulus in this example?
- the queasiness that Carson feels when he sees lime sherbet
 - the sight of lime sherbet
 - the lime margaritas that Carson consumed
 - the illness that followed the fourth margarita

ANSWER: d

13. Darrel was dancing with his new girlfriend. When the band played "Love Song," his girlfriend gave him a long passionate kiss. Now Darrel finds that every time he hears "Love Song" on the radio, he becomes mildly excited. What is the kiss in this example?
- unconditioned stimulus
 - unconditioned response
 - conditioned stimulus
 - conditioned response

ANSWER: a

14. Veronica had been working at Zenex Industries for eight months when her boss called her to his office. The boss told Veronica she was being laid off. Veronica could feel her heart pounding as she listened to the news. Veronica got a new job, but every time her new boss asks to talk to her in private, Veronica feels a little faint. What is the unconditioned response in this example?
- her new boss asking for a private meeting
 - her pounding heart when she heard she was being laid off
 - the faintness she feels when her new boss wants to talk to her in private
 - the bad news from her boss at Zenex Industries

ANSWER: b

Chapter 6 - Learning

15. One Saturday, Lacey was sitting at home when the telephone rang. A local company was making promotional calls and told Lacey she had just won a \$1,000 gift certificate. She felt a rush of excitement at the thought of what she could do with \$1,000. Now Lacey finds that whenever she hears a telephone ring, she feels a surge of excitement. What is the rush of excitement that Lacey felt when she heard she had won in this example?
- conditioned response
 - conditioned stimulus
 - unconditioned response
 - unconditioned stimulus

ANSWER: c

16. Holly was dancing with her new boyfriend. When the band started playing “Fever,” her boyfriend gave her a long, passionate kiss. Now, when Holly hears “Fever,” she becomes a little flushed. What is the conditioned stimulus, in this example?
- the flushing she experiences when she hears the song
 - the enjoyment she experienced after the kiss from her boyfriend
 - the song “Fever”
 - the long, passionate kiss

ANSWER: c

17. Floyd had been working at Qualton Enterprises for two years when his boss asked to see him in her office. The boss told Floyd he was being laid off as a result of company downsizing. Floyd could feel his heart pounding as he listened to the news. Floyd has a new job, but every time his new boss asks to talk to him in private, Floyd feels a little faint. What term is used to describe the event of Floyd’s new boss asking for a private talk in this example?
- unconditioned stimulus
 - conditioned stimulus
 - conditioned response
 - unconditioned response

ANSWER: b

Chapter 6 - Learning

18. One Saturday, Adhar was sitting at home when the telephone rang. A local company was making promotional calls and told Adhar he had just won a \$500 gift certificate. He felt a rush of excitement at the thought of what he could do with \$500. Now Adhar finds that whenever he hears a telephone ring, he feels a little surge of excitement. What is the conditioned response in this example?
- the ringing of a telephone
 - the news that he had just won a \$500 gift certificate
 - the surge of excitement he feels whenever the telephone rings
 - the rush of excitement he felt when he won the certificate

ANSWER: c

19. Nadja used to really enjoy potato salad, and at a recent family reunion, she ate a large helping. Unfortunately, the potato salad had gone bad, and Nadja became quite ill after eating it. Now she finds that even the sight of potatoes in the grocery store can make her feel sick to her stomach. What is the sick feeling Nadja experiences when she sees potatoes in the grocery store in this example?
- conditioned response
 - conditioned stimulus
 - unconditioned stimulus
 - unconditioned response

ANSWER: a

20. Which of the following could be accounted for by classical conditioning?
- learning fear of the dark
 - learning to sing a song
 - learning to tie shoelaces
 - learning to print letters

ANSWER: a

21. Quyen woke up one night with a spider dangling in front of her face. She screamed, and from that point on, she could not stand to be near spiders. What caused Quyen's fear of spiders?
- observational learning
 - a response-outcome association
 - operant conditioning
 - classical conditioning

ANSWER: d

Chapter 6 - Learning

22. Ming is afraid of all spiders because her brother once dropped a spider down her shirt when she was younger. Today, even the sight of a rubber spider is enough to send shivers down her spine. Which learning process can best account for Ming's fear of spiders?
- operant conditioning
 - delayed reinforcement
 - classical conditioning
 - observational learning

ANSWER: c

23. What is the irrational fear and anxiety that a person experiences in a phobia, from a classical conditioning perspective?
- conditioned stimulus
 - unconditioned response
 - conditioned response
 - unconditioned stimulus

ANSWER: c

24. After a painful experience, Frederick cringes every time he hears a dentist's drill, even when he is sitting in the waiting room of his dentist's office. What is the pain of dental drilling in this example?
- unconditioned response
 - conditioned response
 - conditioned stimulus
 - unconditioned stimulus

ANSWER: d

25. After a painful experience, Sebastien cringes every time he hears a dentist's drill, even when he is sitting in the waiting room of his dentist's office. What term applies to Sebastien's cringing in the waiting room in this example?
- conditioned stimulus
 - unconditioned response
 - unconditioned stimulus
 - conditioned response

ANSWER: d

Chapter 6 - Learning

26. Which of the following could be accounted for by classical conditioning?
- learning to play baseball
 - learning to hate the smell of hot dogs that made you sick
 - learning to talk
 - learning to avoid shopping in a store with bad customer service

ANSWER: b

27. Advertisers pair their products with attractive people or enjoyable surroundings, hoping that the pairings will cause their products to evoke good feelings. Which learning principles are advertisers using?
- observational learning
 - operant conditioning
 - classical conditioning
 - instrumental conditioning

ANSWER: c

28. Which of the following terms is used for the form of classical conditioning that is used by advertising campaigns to alter the preferences or attitudes of consumers?
- evaluative conditioning
 - persuasive conditioning
 - manipulative conditioning
 - preferential conditioning

ANSWER: a

29. Darcy feels happy whenever she smells pancakes cooking because of the association of these smells with her grandmother. What is her happiness in this example?
- unconditioned response
 - conditioned response
 - unconditioned stimulus
 - conditioned stimulus

ANSWER: b

Chapter 6 - Learning

30. A woman reports feeling happy whenever she smells hot dogs and campfires because of the association of these smells with her favourite family vacations. What is the combined smell of hot dogs and campfires in this example?
- conditioned response
 - conditioned stimulus
 - unconditioned response
 - unconditioned stimulus

ANSWER: b

31. A woman reports feeling happy when she smells fresh hay and manure because of the association of these smells with wonderful visits to her grandparents' farm. How did the positive emotional response that this woman experiences develop?
- operant conditioning
 - observational learning
 - classical conditioning
 - instrumental conditioning

ANSWER: c

32. A major automaker has developed a series of television commercials that show its cars in the great outdoors, in peaceful settings, away from the hustle and bustle of big cities. The company hopes that seeing the cars in these settings will condition good feelings about its cars. Which learning principle is this particular automaker attempting to use?
- operant conditioning
 - classical conditioning
 - observational learning
 - noncontingent reinforcement

ANSWER: b

33. Eduardo's mother always wore Chantille perfume, and he always smelled it when she hugged him. Today, whenever he catches a whiff of Chantille perfume, it makes him feel calm and relaxed. Which learning process best accounts for Eduardo's response to the scent of Chantille perfume?
- operant conditioning
 - observational learning
 - classical conditioning
 - delayed reinforcement

ANSWER: c

Chapter 6 - Learning

34. Researchers have found that animals show evidence of classical conditioning if they are injected with a drug that chemically causes immunosuppression while they are simultaneously drinking an unusual-tasting liquid. What is the conditioned response in these studies?
- the injection of the drug
 - immunosuppression
 - fear of the injection process
 - the taste of the liquid that is used

ANSWER: b

35. Which of the following processes can influence allergic reactions and the growth of drug tolerances, according to studies?
- instrumental conditioning
 - instinctive drift
 - classical conditioning
 - sensory adaptation

ANSWER: c

36. Larry has an allergic reaction to the pollen in a lot of different types of flowers. One day, he started sneezing when he saw a bouquet of artificial flowers on the table. Even though the flowers were not real, they elicited an allergic response from Larry. In this example, what are the fake flowers?
- unconditioned stimulus
 - conditioned stimulus
 - unconditioned response
 - conditioned response

ANSWER: b

37. Terrence uses opiate drugs daily. He normally takes his pills in the morning, right after he has a shower. If Terrance has developed tolerance to these pills, what is likely to happen after his shower if Terrance does NOT take the pills?
- The shower will elicit unconditioned compensatory responses, which will result in an experience of pain.
 - The shower will elicit unconditioned stimuli, which will counteract any withdrawal symptoms that he experiences.
 - The shower will elicit conditioned responses, which will be experienced as a placebo effect.
 - The shower will elicit conditioned compensatory responses, which will be experienced as withdrawal.

ANSWER: d

Chapter 6 - Learning

38. Cherise has developed a tolerance for the effects of heroin. She normally uses heroin in her boyfriend's apartment, and always uses the same administration routine. What will happen if Cherise uses heroin in a different location, using a different routine?
- She will experience a placebo effect.
 - She will be at risk of overdose.
 - The drugs will not have the same powerful effect on her, so she won't feel as "high."
 - She will be at risk for withdrawal symptoms.

ANSWER: b

39. What is the initial stage of learning a response called?
- acquisition
 - contiguity
 - conditioning
 - extinction

ANSWER: a

40. Which of the following is necessary for classical conditioning to occur, according to Pavlov?
- having temporal contiguity of stimuli
 - the use of sign-stimuli to prevent resistance to extinction
 - a very strong unconditioned stimulus
 - a very intense conditioned stimulus

ANSWER: a

41. On Tuesday morning, Chloe prepared her typical breakfast of cereal with milk, fruit, and black coffee. However, instead of having grapefruit with her breakfast as she normally does, she tried eating mango for the first time. Later she became extremely ill. If her illness causes her to develop a conditioned response to one of her breakfast items, which food will elicit the conditioned response?
- grapefruit, because that was the one thing missing from her typical breakfast
 - mango, because it was a novel stimulus
 - coffee, because coffee is a stimulant
 - milk, because the milk may have been sour

ANSWER: b

Chapter 6 - Learning

42. The continued presentation of the conditioned stimulus without the unconditioned stimulus will result in the gradual disappearance of the conditioned response. What is this phenomenon called?
- conditioned forgetting
 - extinction
 - suppression
 - inhibition

ANSWER: b

43. After training one of his dogs to salivate in response to a tone, Pavlov continued to present the tone periodically without the food. What did the dog do?
- It kept responding at the same intensity, despite extended exposure to the tone alone.
 - It stopped responding immediately.
 - It initially responded to the tone at an even greater intensity than before.
 - It gradually stopped responding to the tone.

ANSWER: d

44. What should you present in order to weaken or eliminate a conditioned response?
- extra pairings of the conditioned stimulus and unconditioned stimulus
 - the conditioned stimulus alone several times
 - the unconditioned stimulus alone several times
 - the unconditioned stimulus before the conditioned stimulus several times

ANSWER: b

45. Carly used to get very anxious in the waiting room at her doctor's office because it was associated with the pain of having blood drawn. Recently, Carly's doctor retired and a new doctor took over his office. Carly's new doctor uses a technique that is virtually painless, and the sight of the waiting room is no longer associated with pain. Consequently, Carly finds her anxiety in the waiting room has disappeared. Which classical conditioning process does this illustrate?
- avoidance
 - spontaneous recovery
 - extinction
 - higher-order conditioning

ANSWER: c

Chapter 6 - Learning

46. Ken used to drool when he smelled cookies baking. However, Ken's new roommate makes terrible cookies, and the smell of them baking is no longer associated with a wonderful taste experience. Consequently, Ken finds that the smell of the cookies no longer makes him drool in anticipation. Which classical conditioning process does this illustrate?
- extinction
 - higher-order conditioning
 - avoidance
 - spontaneous recovery

ANSWER: a

47. What do we call the reappearance of a conditioned response after extinction and a period of rest?
- disinhibition
 - reconditioning
 - spontaneous recovery
 - stimulus generalization

ANSWER: c

48. Mariah developed a fear of the water when she fell off a river raft last summer. This year she took swimming lessons and thought she had finally overcome her fear of water. She was eagerly anticipating an upcoming rafting trip; however, as soon as she stepped onto the raft she was instantly terrified again. What process does this illustrate?
- higher-order conditioning
 - stimulus generalization
 - extinction
 - spontaneous recovery

ANSWER: d

49. Kaleb developed a fear of snowstorms two winters ago when his car spun off the road and hit a tree during a blizzard. As the winter progressed, and he had no further accidents, Kaleb thought his fear of snowstorms had pretty well disappeared. To his surprise, this winter when the first heavy snow started to fall as he was driving, he found his heart was pounding and he was trembling. What does this illustrate?
- extinction
 - stimulus generalization
 - higher-order conditioning
 - spontaneous recovery

ANSWER: d

Chapter 6 - Learning

50. What is typical about the recovered response when a conditioned response shows spontaneous recovery?
- It is stronger than the previously conditioned response.
 - It occurs before the conditioned stimulus.
 - It is weaker than the previously conditioned response.
 - It changes to an unconditioned stimulus.

ANSWER: c

51. Alex quit smoking and his cravings for cigarettes have reduced significantly. One day he had very strong cravings again as he was walking home from work. If Alex asked you for advice, which of the following would be an appropriate response?
- If the cravings came back, then he might never be able to truly get rid of his addiction.
 - If the cravings came back, then it is evidence of a biological rather than psychological addiction.
 - Spontaneous recovery is triggered by the drug, so he must not have actually quit completely.
 - Spontaneous recovery of those cravings is normal, and it will diminish over time.

ANSWER: d

52. Anthony classically conditioned his cat to purr whenever the phone rang. One day, the phone rang for nearly two hours straight when Anthony wasn't home, and the cat's conditioned purring response underwent extinction. Today, the response has spontaneously recovered, but what should Anthony expect if the conditioned purring response were to undergo extinction again?
- It would take more time to extinguish than it took for the original extinction.
 - It would take less time to extinguish than it took for the original extinction.
 - It would take the same amount of time to extinguish as it took for the original extinction.
 - It would be impossible to extinguish the response now that spontaneous recovery has occurred.

ANSWER: b

53. Chad learned to fear dogs on his grandparents' farm because the dogs there would often bite him. Back in the city, he lost his fear of dogs because he always had good interactions with dogs there. Which of the following phenomena is likely to occur when he returns to his grandparents' farm?
- extinction
 - stimulus generalization
 - response renewal
 - superstitious responding

ANSWER: c

Chapter 6 - Learning

54. Cody developed a severe fear of flying when he was piloting a small plane through some severe turbulence. He has been seeing a therapist, and it appears that his fear response has been successfully extinguished. The therapist used a flight simulator to help Cody practise his piloting skills in a safe setting. However, the first time Cody stepped back into a real plane, his fear returned. What phenomenon does this illustrate?
- negative reinforcement
 - stimulus generalization
 - renewal effect
 - higher-order conditioning

ANSWER: c

55. What do the renewal effect and spontaneous recovery both suggest about extinction?
- Extinction permanently erases conditioned responses.
 - Extinction suppresses, but does not erase, a learned association.
 - Extinction has a permanent effect only in animals, not in people.
 - Extinction alters the meaning of the unconditioned stimulus.

ANSWER: b

56. Which of the following is an example of stimulus generalization?
- There is a close temporal contiguity between two stimuli.
 - An organism responds to new stimuli that are similar to the original conditioned stimulus.
 - An organism fails to respond to stimuli that are similar to the original stimulus used in conditioning.
 - An unconditioned stimulus fails to elicit the unconditioned response.

ANSWER: b

57. When Diana was three years old, she became terrified when the neighbour's pet parrot kept flying near her head. Today she is afraid of all birds, including robins, pigeons, and blue jays. What process does this illustrate?
- negative avoidance
 - stimulus discrimination
 - instinctive drift
 - stimulus generalization

ANSWER: d

Chapter 6 - Learning

58. When Luis was a child, he really liked the smell of the rose-scented perfume his mother always wore. He came to associate that scent with snuggles and hugs from his mom. As an adult, Luis feels calm and contented when he smells any floral scent, including lilacs and wildflowers. What process does this illustrate?
- spontaneous recovery
 - stimulus generalization
 - instinctive drift
 - stimulus discrimination

ANSWER: b

59. When would you expect the greatest degree of stimulus generalization in classical conditioning?
- when auditory stimulation is used rather than visual stimulation
 - when tactile stimulation is used rather than auditory stimulation
 - when stimuli are very similar to the original conditioned stimulus
 - when stimuli are very different from the original conditioned stimulus

ANSWER: c

60. You have conditioned a dog to salivate in response to a flashing green light. What would you expect to happen if you continue to pair the green light with food, but periodically present a white light that is NOT followed by food?
- stimulus discrimination
 - extinction
 - stimulus generalization
 - response attenuation

ANSWER: a

61. If a pigeon is fearful in the presence of a blue light and not a yellow light, what has the pigeon learned?
- stimulus discrimination
 - spontaneous recovery
 - conditioned emotional reactions
 - stimulus generalization

ANSWER: a

Chapter 6 - Learning

62. In classical conditioning, a subject can learn to respond to one conditioned stimulus but not to another similar stimulus. What is this phenomenon called?
- stimulus generalization
 - stimulus discrimination
 - conditioned forgetting
 - extinction

ANSWER: b

63. When Lindsay was 9 years old, the neighbour's Chihuahua bit her on the ankle. Today Lindsay is still terrified of Chihuahuas, but she likes almost all other types of dogs. What does Lindsay's specific fear illustrate?
- stimulus discrimination
 - stimulus generalization
 - instinctive drift
 - negative avoidance

ANSWER: a

64. When Antonio was sick as a child, his mother would always make him vanilla pudding. To Antonio it seemed like the vanilla pudding made him feel better. Even now, he still gets a good feeling when he starts to prepare some vanilla pudding, but NOT when he starts to make any other type of pudding. What process does this illustrate?
- stimulus generalization
 - instinctive drift
 - stimulus discrimination
 - negative avoidance

ANSWER: c

65. A dog is first conditioned to salivate to a tone. Then a light is paired with the tone for a number of trials. Finally, the light is presented alone, and the dog salivates. What is this procedure called?
- sensory preconditioning
 - chaining
 - compound conditioning
 - higher-order conditioning

ANSWER: d

Chapter 6 - Learning

66. Which of the following is most consistent with higher-order conditioning?

- a. A conditioned stimulus functions like an unconditioned stimulus.
- b. An unconditioned stimulus functions like a conditioned stimulus.
- c. A conditioned response functions like an unconditioned response.
- d. An unconditioned response functions like a conditioned response.

ANSWER: a

67. How are new conditioned responses created in higher-order conditioning?

- a. They are built on the foundation of innate unconditioned responses.
- b. They are conditioned by repeatedly pairing them with discriminative stimuli.
- c. They are facilitated by sensory adaptation.
- d. They are built on the foundation of previously established conditioned responses.

ANSWER: d

68. You have conditioned a fear response to a 1000-Hz tone. Now the tone is paired with a green light. Later, the green light alone elicits fear. What is this process called?

- a. discriminated conditioned responding
- b. higher-order conditioning
- c. stimulus generalization
- d. instinctive drift

ANSWER: b

69. Six-year-old Kristen is afraid of balloons because a balloon once popped in her face while she was holding it. Last week she went to the circus and there was a clown holding a huge assortment of helium balloons. Now she is also afraid of clowns, even though none of the balloons the clown was holding popped. Kristen's fear of clowns illustrates which classical conditioning process?

- a. instinctive drift
- b. higher-order conditioning
- c. renewal effect
- d. spontaneous recovery

ANSWER: b

Chapter 6 - Learning

70. Trevor gets picked on by bullies whenever he walks near the gym. Bradley gets picked on sometimes when he goes near the gym, but not usually. According to Rescorla's signal relations model of classical conditioning, who will experience more fear near the gym?
- Trevor will, because he has experienced more physical pain.
 - Bradley will, because his experience has been less predictable.
 - Bradley will, because his response will have generalized more fully.
 - Trevor will, because the gym serves as a better predictor.

ANSWER: d

71. Rover gets fed whenever his owner opens the refrigerator. Fluffy gets fed about every third time that her owner opens the refrigerator. Which pet will get most excited when the refrigerator is opened?
- Rover will, because the open door is a better predictor of food.
 - Rover will, because his response will have discriminated more fully.
 - Fluffy will, because the feedings have been less predictable and more spontaneous.
 - Fluffy will, because the refrigerator door is a more salient cue.

ANSWER: a

72. According to Rescorla's signal relations model of classical conditioning, which of the following will result in a stronger conditional response?
- a weaker conditional stimulus
 - a conditional stimulus that is always paired with the unconditional stimulus
 - a stronger unconditional response
 - an unconditional stimulus that always elicits an unconditional response

ANSWER: b

73. Why did the experience that Seligman had with sauce béarnaise change his understanding of conditioning?
- It suggested that operant conditioning dynamics take precedence over classical conditioning principles when it comes to learning about food.
 - It demonstrated that discriminative cues can lose their predictive influence in a fairly short period of time.
 - It revealed that a conditioned response could be established even though there was a long delay between the conditioned stimulus and the unconditioned stimulus.
 - It suggested that generalization is more pervasive than originally thought.

ANSWER: c

Chapter 6 - Learning

74. Group A rats receive 30 paired buzzer-shock trials. Group B rats get the same, but also 20 more trials with shock alone (no buzzer). Which of the following should you predict?
- Group B shows a stronger fear response to the buzzer.
 - Group A extinguishes fear to the buzzer more rapidly.
 - Group A shows a stronger fear response to the buzzer.
 - Group A and B later show equal fear response to the buzzer.

ANSWER: c

75. What is the single best way to ensure a strong conditioned response, according to Rescorla?
- Ensure that the conditional stimulus remains constantly present throughout training.
 - Present the conditioned stimulus sometimes when the unconditioned stimulus is not present.
 - Ensure that the conditioned stimulus is the most predictive signal for the unconditioned stimulus.
 - Ensure that the conditional stimulus is well above the absolute threshold of the animal being trained.

ANSWER: c

76. Rafael's brother always says, "I'm going to get you," just before he hits Rafael. Alan's brother sometimes says, "I'm going to get you" just before he hits Alan; other times he says the words but doesn't actually hit Alan. What should you predict about Rafael's response when the boys hear the words "I'm going to get you," based on the work by Rescorla?
- Rafael's will be an unconditioned response.
 - Rafael's will be a stronger conditioned response than Alan's.
 - Rafael's will be a conditioned response, while Alan will show an unconditioned response.
 - Rafael's will be a weaker conditioned response than Alan will show.

ANSWER: b

77. Which of the following issues is emphasized by research into signal relations, response-outcome relations, and observational learning?
- the limitations of using basic conditioning procedures in everyday situations
 - the distinction between acquisition of behaviour and the performance of behaviour
 - the role of cognitive processes in learning
 - the importance of evolutionary adaptations in learning

ANSWER: c

Chapter 6 - Learning

78. Which of the following is most easily associated with a flavour, according to the studies by Garcia and his colleagues?

- a. unconditioned stimulus of shock
- b. nausea-inducing unconditioned stimulus
- c. visual unconditioned stimulus
- d. auditory unconditioned stimulus

ANSWER: b

79. You eat a new food at a party and that night become ill with nausea and vomiting. Later you experience nausea whenever you taste or smell the new food. Why did you not associate your nausea with the cues of the room, the people present, or the music playing?

- a. You are biologically predisposed to associate taste and nausea.
- b. There was less contiguity for the other cues.
- c. The taste cues were more immediate.
- d. The nontaste cues were too weak.

ANSWER: a

80. Clara and Ashley ate dinner at a new restaurant last night. The entire restaurant was decorated in green, and the sound of waterfalls played in the background. Both Clara and Ashley ordered “trapper casserole,” which tasted like nothing they had ever eaten before. Four hours after they had eaten, they both started vomiting violently and were taken to the hospital by ambulance, with the sirens wailing. Which of the following is most likely to elicit conditioned responses from Clara and Ashley, based on research conducted by Garcia and his colleagues?

- a. anything that is coloured green
- b. foods that smell like trapper casserole
- c. the sound of sirens
- d. the sound of falling water

ANSWER: b

81. Which of the following examples most clearly shows that an animal’s biological predispositions can affect the ease of learning an association?

- a. Garcia’s rats drinking sweet water that had been paired with shock
- b. Skinner’s rats pressing levers in an operant chamber
- c. Pavlov’s dogs learning to salivate to a tone
- d. Thorndike’s cats escaping a puzzle box

ANSWER: a

Chapter 6 - Learning

82. What is the term for a species-specific predisposition to be conditioned in certain ways and not others?
- instinct
 - phobia
 - preparedness
 - adaptation

ANSWER: c

83. Zane has been shocked on six separate occasions while making toast. However, he doesn't seem to have developed a phobia toward toasters. Zane's only phobia is toward snakes, even though a snake has never harmed him. Which concept does this example illustrate?
- negative avoidance
 - preparedness
 - signal relations
 - superstitious responding

ANSWER: b

84. What change occurs as a result of operant conditioning?
- A neutral stimulus acquires the ability to elicit a response that was originally elicited by another stimulus.
 - Involuntary responses are slowly replaced by voluntary responses.
 - An organism's response is influenced by the observation of others' behaviour.
 - Responses come to be controlled by their consequences.

ANSWER: d

85. Through which learning process are you likely to learn to tie your shoes?
- Pavlovian conditioning
 - operant conditioning
 - reflexive conditioning
 - classical conditioning

ANSWER: b

86. Dillon is 4 years old, and his parents want to teach him to say "please" and "thank you." Which method will be most useful for modifying Dillon's behaviour?
- non-contingent reinforcement
 - operant conditioning
 - classical conditioning
 - higher-order conditioning

ANSWER: b

Chapter 6 - Learning

87. April wants to teach her cat not to claw at the arms of her couch. Which of the following methods will be most successful?
- operant conditioning
 - higher-order conditioning
 - observational learning
 - classical conditioning

ANSWER: a

88. Thierry and Renée each want to train their dogs. Thierry wants his dog to feel relaxed when the doorbell rings. Renée wants her dog to bark only when she gives the command to do so. Which methods would be best for each of them?
- operant conditioning for Thierry and classical conditioning for Renée
 - operant conditioning for both
 - classical conditioning for both
 - classical conditioning for Thierry and operant conditioning for Renée

ANSWER: d

89. Hamish and Dougal have noticed some examples of conditioning in the border collies that they use on their farm. For example, the dogs have learned to herd sheep toward the barn if they hear a short blast on a whistle. The dogs also start drooling whenever they are allowed into the kitchen of the farmhouse, where they get really tasty scraps to eat. Which of the following describes their dogs' conditioning?
- Both behaviours are examples of operant conditioning.
 - The herding behaviour is a result of operant conditioning, and the drooling is a result of classical conditioning.
 - Both behaviours are examples of classical conditioning.
 - The herding behaviour is a result of classical conditioning, and the drooling is a result of operant conditioning.

ANSWER: b

90. What is the major distinction between classical conditioning and operant conditioning?
- In classical, you learn to respond to discriminative stimuli; in operant, you learn to respond to generalized stimuli.
 - In classical, you learn to avoid punishment; in operant, you learn to seek out reinforcement.
 - In classical, you learn to increase a voluntary behaviour; in operant, you learn to decrease a voluntary behaviour.
 - In classical, you learn to change a reflexive behaviour; in operant, you learn to change a voluntary behaviour.

ANSWER: d

Chapter 6 - Learning

91. What is another name for operant conditioning?

- a. classical conditioning
- b. observational learning
- c. respondent conditioning
- d. instrumental learning

ANSWER: d

92. What happens to the association between stimulus and response, according to the law of effect?

- a. Punishers strengthen the association.
- b. Strong unconditioned stimuli quicken the association.
- c. Satisfying events strengthen the association.
- d. Negative reinforcers weaken the association.

ANSWER: c

93. What happens to successful responses, according to Thorndike's view of learning?

- a. They are "stamped out" by misuse.
- b. They become associated with conditional responses.
- c. They are "stamped in" by their favourable effects or consequences.
- d. They increase in frequency because they are classically conditioned to be associated with food.

ANSWER: c

94. In Thorndike's puzzle box experiments, what pattern of results would provide evidence that cats were "thinking," according to Thorndike?

- a. initial evidence of very quick escapes that remain unchanged
- b. quick escapes for intelligent cats and slow escapes for unintelligent cats
- c. initial slow escapes followed by a sharp, permanent drop in escape time once cats recognized the solution to the problem
- d. slow escapes, then quick escapes, then slow escapes again as cats took their time to escape carefully

ANSWER: c

95. What principles are you applying if you devise a self-modification program in which you systematically reward yourself for studying?

- a. Pavlovian conditioning
- b. classical conditioning
- c. observational learning
- d. operant conditioning

ANSWER: d

Chapter 6 - Learning

96. When is a stimulus considered to be a reinforcer, according to Skinner?
- when it reduces a biological need
 - when it induces a biological need
 - when it increases the probability of the response that produced it
 - when it decreases the probability of the response that produced it

ANSWER: c

97. Cassie asked her father for a candy bar at the grocery store, and her father bought her the candy bar. If Cassie asks for more candy bars in the future, then what is the candy bar?
- conditioned response
 - discriminative stimulus
 - reinforcer
 - conditioned stimulus

ANSWER: c

98. What is the term for the rules that determine whether responses lead to the presentation of a reinforcer?
- schedules of reinforcement
 - stimulus contiguities
 - reinforcement contingencies
 - antecedents

ANSWER: c

99. What does the cumulative recorder do in a Skinner box?
- It delivers the reinforcers.
 - It creates a graphic record of operant responding across time.
 - It permits the experimenter to control the reinforcement contingencies.
 - It provides a complete record of everything the animal does.

ANSWER: b

100. In the cumulative record of responses from a Skinner box, what sort of line indicates a rapid, rather than slow, response rate?
- shallow slope
 - steep slope
 - upward slope
 - downward slope

ANSWER: b

Chapter 6 - Learning

101. In a cumulative record of responses from a Skinner box, what does a steep slope in the line indicate?
- poorly planned reinforcement contingencies
 - fast responding is taking place
 - extinction has occurred
 - difficult responding is taking place

ANSWER: b

102. You are watching a pigeon pecking a disk in a small chamber. There is a cumulative recorder connected to the disk. While you are watching, the pigeon is pecking at a slow, steady rate. What can you predict about the line on the cumulative record based on this information?
- It will have a steep, upward slope.
 - It will have a shallow, upward slope.
 - It will have a shallow, downward slope.
 - It will have a steep, downward slope.

ANSWER: b

103. Nate is watching the cumulative recorder that is connected to a box where a rat is pressing a lever to receive food reinforcement. The slope of the line is becoming flatter and flatter over time. What can Nate conclude about the rat's response rate, based on this output?
- It is decreasing over time.
 - It is increasing over time.
 - It is caused by inadequate stimulus generalization.
 - It will soon show spontaneous recovery.

ANSWER: a

104. You are watching a cumulative recorder that is connected to a small disk in a chamber. The pigeon has been trained to peck the disk when a red light is turned on, and not to peck the disk when a green light is turned on. What should you observe when the green light is turned on, based on this information?
- The pen on the cumulative recorder will start to move downward.
 - The cumulative record will be shaped like a staircase, rather than a series of scallops.
 - The slope of the line on the cumulative recorder will be shallower than when the red light is turned on.
 - The roll of paper in the cumulative recorder will stop moving.

ANSWER: c

Chapter 6 - Learning

105. Which of the following is a primary reinforcer?
- a. food
 - b. a good grade on an exam
 - c. a reinforcer that precedes the operant behaviour
 - d. a reinforcer that is more salient than another reinforcer

ANSWER: d

106. Which of the following is a secondary reinforcer?
- a. a hug
 - b. money
 - c. a reinforcer that comes after the operant behaviour
 - d. a reinforcer that is less salient than another reinforcer

ANSWER: b

107. What is the process called when you selectively reinforce responses that are closer and closer approximations of some desired response?
- a. shaping
 - b. stimulus discrimination
 - c. step-wise conditioning
 - d. selection

ANSWER: a

108. Which of the following is true if a child likes both candy and money?
- a. Both can be considered reinforcers, but only candy can be used as a reinforcer in a token economy.
 - b. Although both are rewarding, only candy can actually be considered a reinforcer.
 - c. Both can be considered reinforcers, but only candy is a primary reinforcer.
 - d. Both can be considered primary reinforcers.

ANSWER: c

109. What is the distinction between primary reinforcers and secondary reinforcers?
- a. Primary reinforcers are internal, while secondary reinforcers come from the environment.
 - b. Primary reinforcers are associated with classical conditioning, while secondary reinforcers are associated with operant conditioning.
 - c. Primary reinforcers are used first, while secondary reinforcers are used if primary reinforcers are not effective.
 - d. Primary reinforcers satisfy biological needs, while secondary reinforcers depend on learning.

ANSWER: d

Chapter 6 - Learning

110. Through which of the following processes are you most likely to learn how to ride a bicycle?

- a. shaping
- b. higher-order conditioning
- c. spontaneous recovery
- d. classical conditioning

ANSWER: a

111. Noel's skill at hitting a baseball gradually improves as his attempts produce more frequent and longer-distance hits. Which of the following processes does this example illustrate?

- a. shaping
- b. stimulus generalization
- c. extinction
- d. stimulus discrimination

ANSWER: a

112. Which technique is used to teach animals complex tricks, such as teaching dogs to complete obstacle courses?

- a. shaping
- b. programming
- c. continuous reinforcement
- d. respondent conditioning

ANSWER: a

113. Nicolas has autism and he used to be mute. A therapist working with Nicolas initially gave him a piece of chocolate any time he made a sound with his lips. This slowly changed until Nicolas received a piece of chocolate only for saying complete words, and eventually only for saying complete sentences. Which process is illustrated in this example?

- a. classical conditioning
- b. modelling
- c. shaping
- d. negative reinforcement

ANSWER: c

Chapter 6 - Learning

114. Jerome is training to be a vacuum cleaner salesperson. Initially, he got paid for each customer he called on, even if the customer did not ask for a demonstration. Currently, he gets paid for only demonstrating the product. Eventually, he will get paid only for closing a sale. What process is illustrated in this example?

- a. classical conditioning
- b. modelling
- c. negative reinforcement
- d. shaping

ANSWER: d

115. Summer is teaching herself to type using a computer software package. The first time she used the program, the sentences she was supposed to type scrolled very slowly across the computer screen, and when she finished, the computer played a clapping sound. However, now she has to type the material faster than her previous “best time” before the computer plays the clapping sound. Which of the following techniques is incorporated in this software package?

- a. modelling
- b. negative reinforcement
- c. shaping
- d. classical conditioning

ANSWER: c

116. What is the result when reinforcement for a behaviour is removed?

- a. an immediate weakening of the behaviour and then eventual disappearance of the behaviour
- b. the emergence of classically conditioned aversive reactions
- c. a brief increase in the frequency of the behaviour, followed by the weakening of the behaviour
- d. the emergence of superstitious behaviour designed to reinstitute the reinforcement

ANSWER: c

117. Kylee used to bring drawings home from her kindergarten class every day, and her parents would put the pictures on the refrigerator and tell Kylee how nice the pictures were. Lately, her parents haven't been putting her artwork on the refrigerator, and now Kylee has stopped bringing drawings home with her. Which process does this example illustrate?

- a. punishment
- b. extinction
- c. avoidance
- d. resistance

ANSWER: b

Chapter 6 - Learning

118. Bart used to work out after work nearly every day, and his trainer would give him a lot of encouragement and support. Lately his trainer has been ignoring him, and Bart has been going to the gym a lot less frequently. Which process does this example illustrate?

- a. extinction
- b. avoidance
- c. resistance
- d. punishment

ANSWER: a

119. Organisms often continue to make operant responses, even when those responses are no longer reinforced. What is this persistence called?

- a. resistance to extinction
- b. stimulus generalization
- c. reconditioning
- d. higher-order conditioning

ANSWER: a

120. Jeremy stops gambling five minutes after his slot machine last paid off; Jessica is still gambling, even though her slot machine hasn't paid off in over an hour. Which of the following describes their behaviours?

- a. Jeremy has been classically conditioned, while Jessica has been operantly conditioned.
- b. Jeremy shows resistance to extinction, while Jessica shows resistance to discrimination.
- c. Jeremy shows low resistance to extinction, while Jessica shows high resistance to extinction.
- d. Jeremy is controlled by conditioned stimuli, while Jessica is controlled by unconditioned stimuli.

ANSWER: c

121. What does it mean when resistance to extinction is high?

- a. Responding will fail to show spontaneous recovery following a period of extinction.
- b. Responding will taper off quickly when reinforcement is discontinued.
- c. Responding will continue for a long time after reinforcement is discontinued.
- d. Shaping was done incorrectly when the initial response was acquired.

ANSWER: c

Chapter 6 - Learning

122. What is a discriminative stimulus?

- a. the same thing as an unconditioned stimulus
- b. a cue that indicates whether the unconditioned stimulus will be pleasant or aversive
- c. the same thing as a reinforcer
- d. a cue that indicates the probable consequences of an operant response

ANSWER: d

123. A pigeon learns to peck at a disk lighted green to receive reinforcement, but not at a disk lighted red. For this pigeon, what is the colour of the disk?

- a. discriminative stimulus
- b. punisher or nonpunisher
- c. generalization stimulus
- d. reinforcer or nonreinforcer

ANSWER: a

124. You are watching a rat in a Skinner box, and every time a red light comes on, the rat presses the lever in the box. However, when a green light comes on, the rat never presses the lever. What is the red light for this rat?

- a. negative reinforcer for bar pressing
- b. unconditioned stimulus for bar pressing
- c. discriminative stimulus for bar pressing
- d. positive reinforcer for bar pressing

ANSWER: c

125. Reema has a desk right next to her manager's office. Whenever her manager is in his office, Reema makes sure that she works hard at her computer. However, if the manager is away from his office, she often works much more slowly and takes more breaks. What is the presence of the manager for Reema?

- a. negative reinforcer for working hard
- b. discriminative stimulus for working hard
- c. unconditioned stimulus for working hard
- d. positive reinforcer for working hard

ANSWER: b

Chapter 6 - Learning

126. A child asks to be allowed to stay up an extra half-hour only when his mother is in a good mood, because that is when she is most likely to agree. What does this example illustrate?

- a. acquisition
- b. shaping
- c. stimulus generalization
- d. stimulus discrimination

ANSWER: d

127. After owning a car with a manual transmission, Hank buys a car with an automatic transmission. When first driving his new car, he keeps reaching for the nonexistent clutch and gearshift. What does this example illustrate?

- a. stimulus discrimination
- b. stimulus generalization
- c. acquisition
- d. shaping

ANSWER: b

128. When Kiara asks her grandmother for a cookie, her grandmother usually gives her one. Last week at the park, Kiara's mother was embarrassed when Kiara walked up to five different elderly ladies and asked them for cookies. What does Kiara's behaviour illustrate?

- a. unconditioned reinforcement
- b. observational learning
- c. stimulus generalization
- d. stimulus discrimination

ANSWER: c

129. Micah really liked his mom's homemade apple pie, and he would eat a huge slice whenever she made some. When he went to visit with a friend, he tried some apple pie that the friend had made, and it tasted terrible. Now Micah will eat only his mom's apple pie; if anyone else offers him apple pie, he politely turns that person down. What does this example illustrate?

- a. observational learning
- b. stimulus generalization
- c. noncontingent reinforcement
- d. stimulus discrimination

ANSWER: d

Chapter 6 - Learning

130. The basic principles of gradual acquisition, extinction, stimulus generalization, and discrimination apply to which type of learning?
- a. cognitive learning
 - b. social learning
 - c. both classical and instrumental conditioning
 - d. learning by animals, but not learning by people

ANSWER: c

131. What is continuous reinforcement?
- a. Reinforcement is always available, regardless of what type of response occurs.
 - b. Every participant in the group is reinforced.
 - c. Every occurrence of the target response is reinforced.
 - d. Reinforcement is delivered continually, regardless of whether or not a response is made.

ANSWER: c

132. According to which type of schedule is a baby's response of shaking a rattle reinforced, assuming the reinforcer is the sound of the rattle?
- a. variable-ratio
 - b. continuous reinforcement
 - c. fixed-interval
 - d. variable-interval

ANSWER: b

133. Katrina is trying to put a coin into a vending machine in her office. Sometimes the machine will take a coin on the first try, and other times it can take up to five or six tries before the coin is finally accepted. On which type of schedule is inserting a coin into the vending machine reinforced in this example?
- a. intermittent
 - b. short-delay
 - c. continuous
 - d. noncontingent

ANSWER: a

Chapter 6 - Learning

134. Relative to extinction following continuous reinforcement, what is typical of extinction following intermittent reinforcement?
- It proceeds more slowly.
 - It proceeds more rapidly.
 - It occurs at the same rate.
 - It is more resistant to spontaneous recovery.

ANSWER: a

135. Which of the following behaviours would be most difficult to extinguish?
- one that was reinforced by your parents
 - one that was reinforced every time it occurred
 - one that was shaped
 - one that was reinforced intermittently

ANSWER: d

136. Raul's parents make certain they thank Raul every time he clears the dishes from the table without being asked. Sadie's parents try to remember to thank Sadie every time she clears the table without being asked, but about half the time they forget. What should you predict based on principles of operant conditioning?
- Sadie's table clearing will be more context-dependent.
 - Sadie's table clearing will be more resistant to extinction than Raul's.
 - Raul will be more efficient at clearing the table.
 - Raul will be more likely than Sadie to teach his own children to clear the table.

ANSWER: b

137. Marie works in a dress factory where she earns \$10 for each three dresses she hems. Which type of reinforcement schedule is this?
- variable-interval schedule
 - fixed-interval schedule
 - fixed-ratio schedule
 - variable-ratio schedule

ANSWER: c

Chapter 6 - Learning

138. Maxwell runs a lawn care service and he charges his clients based on the square footage of their yard, rather than charging an hourly rate for his services. Under which type of reinforcement schedule is Maxwell working?
- fixed-ratio
 - variable-ratio
 - fixed-interval
 - variable-interval

ANSWER: a

139. You are watching a rat pressing a lever in a Skinner box to obtain food pellets. The rat is pressing the lever at a very high rate, but it takes a break from lever pressing each time a food pellet is delivered. What type of schedule was likely used to train the rat?
- variable-ratio
 - variable-interval
 - fixed-ratio
 - fixed-interval

ANSWER: c

140. When is the reinforcer given in a variable-ratio schedule?
- after a fixed number of nonreinforced responses
 - for the first response that occurs after a variable amount of time has elapsed
 - for the first response that occurs after a fixed amount of time has elapsed
 - after a variable number of nonreinforced responses

ANSWER: d

141. Steve is a professional basketball player. He never knows for sure which of his shots will result in a basket, but the more shots he takes, the more baskets he makes. How is Steve's shooting reinforced in this example?
- on a variable-ratio schedule
 - on a fixed-interval schedule
 - on a variable-interval schedule
 - on a fixed-ratio schedule

ANSWER: a

Chapter 6 - Learning

142. You are watching a rat pressing a lever in a Skinner box to obtain food pellets. The rat is pressing the lever at a very high rate and does not stop, even when a food pellet is delivered. Which type of reinforcement schedule is likely in place in this example?

- a. variable-ratio
- b. variable-interval
- c. fixed-interval
- d. fixed-ratio

ANSWER: a

143. The newest winning numbers in the lottery are announced on the local television station every Saturday night at the end of the news hour. On which reinforcement schedule will people who are watching for the lottery numbers have their “watching” reinforced?

- a. variable-interval
- b. fixed-ratio
- c. variable-ratio
- d. fixed-interval

ANSWER: d

144. You are watching a rat pressing a lever in a Skinner box to obtain food pellets. The rat pauses for a long time after each food pellet is delivered, but slowly increases its rate of lever pressing as more time elapses. Which reinforcement schedule is likely in place in this example?

- a. variable-interval
- b. fixed-interval
- c. fixed-ratio
- d. variable-ratio

ANSWER: b

145. Josiah checks his text messages quite often throughout the day. Some days there is a text each time he checks; sometimes several hours go by with no new messages arriving. How is Josiah’s behaviour of checking his messages being reinforced in this example?

- a. on a fixed-ratio schedule
- b. on a variable-interval schedule
- c. on a variable-ratio schedule
- d. on a fixed-interval schedule

ANSWER: b

Chapter 6 - Learning

146. You are watching a rat pressing a lever in a Skinner box to obtain food pellets. The rat is pressing the lever at a slow, steady rate, but it does not really stop for long, even when a food pellet is delivered. Which reinforcement schedule is likely in place in this example?

- a. fixed-ratio
- b. variable-interval
- c. fixed-interval
- d. variable-ratio

ANSWER: b

147. Maarit takes a course in which she is tested every two weeks. Her studying stops right after a test, followed by a gradual increase to a rapid rate of studying as the next test approaches. Which schedule of reinforcement is consistent with this example ?

- a. variable-ratio
- b. fixed-interval
- c. variable-interval
- d. fixed-ratio

ANSWER: b

148. One rat has earned 50 food pellets during a session of conditioning on a fixed reinforcement schedule, and a second rat has earned 50 food pellets during a session of conditioning on a variable schedule of reinforcement. What should you predict about the behaviour of the second rat, on the variable schedule?

- a. steadier response rates but lower resistance to extinction
- b. more breaks in responding and lower resistance to extinction
- c. more breaks in responding but greater resistance to extinction
- d. steadier response rates and greater resistance to extinction

ANSWER: d

149. Suppose that a subject is shifted from a low fixed-ratio schedule (few responses required to earn a reinforcer) to a higher fixed-ratio schedule (more responses required to earn a reinforcer). Which of the following is most likely to be the result?

- a. faster extinction of the instrumental response
- b. a decrease in the power of the reinforcer
- c. more pauses between responses
- d. an increase in the overall rate of responding

ANSWER: d

Chapter 6 - Learning

150. Which of the following is an example of positive reinforcement?

- a. pairing food with a flashing light
- b. earning money for doing chores
- c. getting out of trouble by lying
- d. hiding in your room to avoid a fight

ANSWER: a

151. Tessa really likes to play video games on Saturdays, but her parents will let her play video games only if all the dishes are washed. Consequently, every Saturday morning Tessa has the table cleared and all of the dishes washed as soon as everyone has finished breakfast. Which of the following is true in this situation?

- a. Playing video games is a negative reinforcer for doing the dishes.
- b. Doing the dishes is a negative reinforcer for playing video games.
- c. Doing the dishes is a positive reinforcer for playing video games.
- d. Playing video games is a positive reinforcer for doing the dishes.

ANSWER: d

152. When Skyler was first training his dog, Smooches, to heel, he would give Smooches a treat when she stayed close during walks. Now Smooches stays right by Skyler's side, even when she is not on her leash. Which of the following is true for this situation?

- a. Staying close was a negative reinforcer for receiving dog treats.
- b. The dog treats were negative reinforcers for staying close.
- c. Staying close was a positive reinforcer for receiving dog treats.
- d. The dog treats were positive reinforcers for staying close.

ANSWER: d

153. What does negative reinforcement involve?

- a. presentation of a pleasant stimulus
- b. removal of a pleasant stimulus
- c. presentation of an unpleasant stimulus
- d. removal of an unpleasant stimulus

ANSWER: d

Chapter 6 - Learning

154. Your roommate has not cleaned the bathroom in a month. You begin yelling at her to clean the bathroom. She begins to clean up, and you stop yelling. How could your roommate's behaviour be described in this situation?
- escape responding
 - classical conditioning
 - avoidance responding
 - positive reinforcement

ANSWER: a

155. Which of the following is an example of negative reinforcement?
- paying a child \$1 for each "A" received on her report card
 - stopping nagging a child when he finally cleans his room
 - giving a child a sweet dessert as a reward for finishing his dinner
 - cutting a child's TV time by 30 minutes each time she is rude

ANSWER: b

156. What occurs in escape learning?
- An organism engages in a response that brings aversive stimulation to an end.
 - An organism's responding is influenced by the observation of others' behaviour.
 - An organism engages in a response that prevents aversive stimulation from occurring.
 - A neutral stimulus acquires the ability to elicit a response that was originally elicited by another stimulus.

ANSWER: a

157. What is the difference between a student who studies in order to earn high grades, and a student who studies to avoid failure?
- The student who aims for high grades does so as a result of avoidance learning.
 - The student who wants to avoid failing is more resistant to extinction.
 - The student who wants to avoid failing is working for negative reinforcement.
 - The student who aims for high grades is more motivated.

ANSWER: c

158. McKenna had an unplanned pregnancy when she was 19 years old. Following her pregnancy, McKenna started taking a birth control pill each day to prevent another pregnancy. What does this example illustrate?
- Preventing a pregnancy acts as a positive reinforcer for taking birth control pills.
 - Preventing a pregnancy acts as a negative reinforcer for taking birth control pills.
 - Taking birth control pills acts as a negative reinforcer for preventing a pregnancy.
 - Taking birth control pills acts as a positive reinforcer for preventing a pregnancy.

ANSWER: b

Chapter 6 - Learning

159. A rat is placed on one side of a two-compartment shuttle box. For each trial, a light is turned on and is followed ten seconds later by a painful electric shock for one minute. The rat can escape the shock by jumping a barrier into the other compartment. What behaviour would provide evidence of avoidance learning?
- The rat jumps over the barrier when the shock is turned on.
 - The rat jumps over the barrier when the light is turned on.
 - The rat freezes when the light is turned on.
 - The rat doesn't show fear when the shock is turned on.

ANSWER: b

160. Henri got a bad sunburn on his face when he was skiing last winter. Now before he starts a day of skiing, he uses sunscreen on his face to prevent another sunburn. What is the consequence of using sunscreen in this case?
- positive reinforcement
 - escape
 - avoidance
 - negative punishment

ANSWER: c

161. Nolan has learned to drink a cup of coffee whenever he gets a tension headache because drinking coffee makes the pain of the headache go away. What does this example illustrate?
- avoidance learning
 - escape learning
 - classical conditioning
 - positive reinforcement

ANSWER: b

162. When Clarice watches scary movies, she covers her eyes as soon as she hears ominous music start to play. With which of the following is Clarice's response consistent?
- negative reinforcement
 - escape responding
 - avoidance responding
 - classical conditioning

ANSWER: c

Chapter 6 - Learning

163. Hanna finds that when her kids become too rowdy and noisy, she can successfully block out their noise if she closes the door to her study. What is the behaviour of closing the door in this example?
- a. unconditioned response
 - b. escape response
 - c. positive reinforcement
 - d. avoidance response

ANSWER: b

164. What is it called when an organism acquires a behaviour that prevents the occurrence of an aversive event?
- a. escape learning
 - b. punishment learning
 - c. avoidance learning
 - d. negative reinforcement

ANSWER: c

165. Brenda has learned to take an over-the-counter medication 30 minutes before she eats a spicy meal. When she does this, she is able to prevent the heartburn and indigestion that she would experience otherwise. What does this example illustrate?
- a. classical conditioning
 - b. positive reinforcement
 - c. escape conditioning
 - d. avoidance conditioning

ANSWER: d

166. How is escape conditioning maintained?
- a. punishment
 - b. modelling
 - c. negative reinforcement
 - d. positive reinforcement

ANSWER: c

167. Through which of the following is avoidance conditioning maintained?
- a. positive reinforcement
 - b. positive punishment
 - c. negative reinforcement
 - d. negative punishment

ANSWER: c

Chapter 6 - Learning

168. Which of the following represents the interaction of classical and operant conditioning for avoidance learning?
- Operant conditioning of escape is followed by classical avoidance.
 - Operant avoidance is positively reinforced by a pleasant unconditional stimulus.
 - Classical fear conditioning is followed by operant negative reinforcement.
 - Classical conditioning of feelings of safety is reinforced by operant punishment.

ANSWER: c

169. Airi learns to associate the sight of a bee with the pain of a bee sting. After learning this association, she runs into the house every time she sees a bee, avoiding the possibility of a sting. What is the sight of the bee according to Mowrer's two-process theory?
- the CS for classical fear conditioning and the UCS for classical avoidance learning
 - the CS for classical fear conditioning and the discriminative stimulus for operant avoidance learning
 - the UCS for classical fear conditioning and the discriminative stimulus for operant avoidance learning
 - the UCS for classical fear conditioning and the antecedent for operant avoidance learning

ANSWER: b

170. What is the term for an event that follows a behaviour and results in a lower probability of the behaviour in the future?
- vicarious conditioner
 - punisher
 - negative reinforcer
 - positive reinforcer

ANSWER: b

171. Jane was ridiculed at school for wearing a particular style of shirt. Now she no longer wears that style of shirt to school. What does this example illustrate?
- positive reinforcement
 - modelling
 - punishment
 - negative reinforcement

ANSWER: c

Chapter 6 - Learning

172. Dan stops paying attention to his girlfriend if she complains about his cooking, so she has stopped complaining about his cooking. What is the withdrawal of attention in this situation?
- a. observational learning
 - b. negative reinforcement
 - c. punishment
 - d. modelling

ANSWER: c

173. Miguel used to enjoy occasionally drinking a glass of red wine, but when he drank too much red wine at a friend's party a few months ago, he woke up with a terrible hangover. Since then, Miguel refuses to drink any red wine. What is the hangover in this case?
- a. negative reinforcement for drinking red wine
 - b. secondary reinforcer for attending parties
 - c. conditioned response to wine drinking
 - d. punishment for drinking red wine

ANSWER: d

174. Angela used to really enjoy diving for her school team, but at their most recent diving practice, she hit her head on the diving board. Since then, she hasn't attended any of the team practices, and she refuses to dive. What is the head injury in this case?
- a. discriminative stimulus for attending team practices
 - b. punishment for diving
 - c. unconditioned response to diving
 - d. negative reinforcement for diving

ANSWER: b

175. What happens to the rate of response when negative reinforcement is applied and when punishment is applied?
- a. Both contingencies increase the rate of response.
 - b. Negative reinforcement increases, but punishment decreases the rate of response.
 - c. Both contingencies decrease the rate of response.
 - d. Negative reinforcement decreases, but punishment increases the rate of response.

ANSWER: b

Chapter 6 - Learning

176. What is the difference between punishment and negative reinforcement?

- a. Punishment weakens undesirable behaviours, while negative reinforcement weakens desirable behaviours.
- b. Punishment strengthens undesirable behaviours, and negative reinforcement weakens undesirable behaviours.
- c. Punishment weakens behaviour, while negative reinforcement strengthens behaviour.
- d. There is no difference between punishment and negative reinforcement in their effects on behaviour.

ANSWER: c

177. Which of the following represents most people's response to punishment and negative reinforcement?

- a. They enjoy being negatively reinforced and dislike being punished.
- b. They enjoy being punished and dislike being negatively reinforced.
- c. They dislike being negatively reinforced or punished.
- d. They enjoy being negatively reinforced or punished.

ANSWER: a

178. Which of the following is opposed by the Public Health Agency of Canada because of evidence linking it to long-term negative outcomes for children?

- a. spanking
- b. violent movies and television programming
- c. time-out procedures
- d. playing video games

ANSWER: a

179. Why is much of the evidence about the effects of spanking considered to be controversial?

- a. Most of the studies are correlational, which does not allow for conclusive statements about cause and effect.
- b. Although there is a lot of anecdotal data regarding the risks of spanking, there are no studies with large sample sizes.
- c. Most of the studies have been conducted on children with pre-existing behaviour problems.
- d. Because most adults have experienced corporal punishment, it is next to impossible to find a sample for the control group.

ANSWER: a

Chapter 6 - Learning

180. Which of the following would result in a DECREASE in the effectiveness of punishment?
- increasing the intensity of the punishment
 - lengthening the delay between the response and the punishment
 - providing the subject with an alternative response that will lead to the desired reinforcer
 - providing the punishment each time the “bad” behaviour occurs

ANSWER: b

181. Which of the following statements is consistent with research on the effective use of punishment?
- Punishment should be strong, delayed, and consistent.
 - Punishment should be consistent, swift, and explained.
 - Punishment should be mild, consistent, and unpredictable.
 - Punishment should be swift, strong, and unpredictable.

ANSWER: b

182. What is it called when an animal’s innate response tendencies interfere with the conditioning process?
- resistance to acquisition
 - instinctive drift
 - learned helplessness
 - counterconditioning

ANSWER: b

183. What did Breland and Breland’s work with “miserly raccoons” demonstrate?
- Raccoons are less conditionable, and therefore less intelligent, than rats and pigeons.
 - There are biologically imposed limits to the generality of conditioning principles.
 - There are differences in appropriate rewards for different species.
 - Principles of reinforcement (derived from studies of rats and pigeons) easily generalize to raccoons.

ANSWER: b

184. Breland’s trained raccoons would deposit single tokens into a slot but would not deposit two tokens, which they rubbed together. What explanation did the Brelands use for this behaviour?
- instinctive drift toward food-washing behaviour
 - insufficient reinforcement of token placing
 - lack of interest in the single tokens
 - poor conditioning of token placing

ANSWER: a

Chapter 6 - Learning

185. What does the evolutionary perspective on learning suggest?

- a. Because all species face the same adaptive challenges, species-specific learning tendencies will disappear as a species evolves.
- b. Differences in the adaptive challenges faced by various species have led to some species-specific learning tendencies.
- c. Most species respond to classical conditioning, but only mammals show operant conditioning.
- d. Most species respond to operant conditioning, but only mammals show classical conditioning.

ANSWER: b

186. Dr. Baptista is attempting to train both birds and rodents to fear a clicking sound by pairing the click with presentation of shock. The birds respond with fear to the clicking sound very early in the experiment, but the rodents take a long time to learn. Dr. Baptista notes that the rodents' mating calls sound very much like the clicking noises used in the experiment. What would explain the rodents' slow learning in this study?

- a. the superiority of fear conditioning in birds
- b. learning deficits during the mating season as a result of divided attention
- c. a general deficit in learning ability in this species of rodents
- d. a biological constraint on learning due to evolved traits in this species

ANSWER: d

187. As Randy was waiting for the bus one day, a car pulled up and the driver asked him for directions to the nearest gas station. Randy provided clear directions to a station a few blocks away, even though he doesn't drive and has never actually stopped at that gas station for any reason. What term would Tolman have used to describe Randy's knowledge about the gas station?

- a. subliminal awareness
- b. trace conditioning
- c. preparedness
- d. latent learning

ANSWER: d

188. Which of the following has been found in studies of response-outcome relations and reinforcement?

- a. Operant behaviour is automatically strengthened when it is followed by desirable consequences.
- b. On concurrent schedules of reinforcement, organisms emit responses that maximize the total number of reinforcers they will receive.
- c. There are species-specific predispositions to form certain types of associations.
- d. People actively reason out the relations between responses and the outcomes that follow.

ANSWER: d

Chapter 6 - Learning

189. Jocelyn watches her older sister wash the breakfast dishes. Later, Jocelyn attempts to wash some dishes. What was the older sister in this situation?
- unconditional stimulus
 - discriminative stimulus
 - positive reinforcer
 - model

ANSWER: d

190. What is the term for learning that takes place by watching another person?
- operant conditioning
 - classical conditioning
 - observational learning
 - noncontingent learning

ANSWER: c

191. Which of the following statements is most accurate?
- Both classical and operant conditioning can take place through observational learning.
 - Observational learning is distinct from both classical and operant conditioning.
 - Observational learning is a form of classical conditioning.
 - Observational learning is a form of operant conditioning.

ANSWER: a

192. A 3-year-old boy observes his father yelling at his mother every time she says something the father doesn't like. In the future, whenever the mother says something to the boy that he does not like, which of the following is the boy most likely to do, based on principles of observational learning?
- yell at his mother
 - yell at his sister
 - go and tell his father what the mother said
 - yell at his father

ANSWER: a

193. After watching his father wash the car, 5-year-old Yacov washes his bike. What does this example illustrate?
- superstitious behaviour
 - observational learning
 - classical conditioning
 - positive reinforcement

ANSWER: b

Chapter 6 - Learning

194. Which of the following aspects of observational learning focuses on or highlights the importance of cognitions?
- a. motivation to perform the behaviour
 - b. ability to execute the behaviour effectively
 - c. reproduction of behaviour
 - d. retention of knowledge

ANSWER: d

195. Which of the following components of observational learning is heavily influenced by expectations about reinforcement, according to Albert Bandura?
- a. initially attending to the behaviour of another person
 - b. initially acquiring or learning a new behaviour
 - c. actually performing a behaviour that has been learned
 - d. accurately retaining information about a behaviour

ANSWER: c

196. Which learning theory is best able to explain why receiving physical punishment tends to increase aggressive behaviour in children?
- a. Bandura's theory of observational learning
 - b. Rescorla's theory of signal relations
 - c. Pavlov's theory of classical conditioning
 - d. Skinner's theory of operant conditioning

ANSWER: a

197. What is the correlation between the amount of exposure to violent TV and later aggression, according to the Featured Study on the long-term effects of watching violence on TV?
- a. There is a strong negative correlation between TV violence and later aggression.
 - b. There is a bidirectional correlation for males, but no correlation for females.
 - c. There is a strong positive correlation immediately after viewing, but no relationship in later years.
 - d. There is a significant positive correlation even after 15 years.

ANSWER: d

Chapter 6 - Learning

198. Which of the following seems to be an important factor in whether children exposed to violent television will grow up to have higher levels of aggression as adults, according to the Featured Study on the long-term effects of watching violence on TV?
- level of intelligence
 - gender
 - identification with aggressive characters on TV
 - number of TVs in the household

ANSWER: c

199. What are mirror neurons?
- neurons activated by performing an action or observing that action performed
 - neurons associated with self-recognition
 - neurons in the temporal lobes of chimps that are identical to those found in humans
 - neurons in the left hemisphere that are active when the corresponding area of the right hemisphere is inhibited

ANSWER: a

200. What happens in the brain of an individual who is observing the behaviour of another person, based on evidence from brain imaging?
- Mirror neurons become active as the observer “experiences” what the model is doing.
 - Parietal areas become less active, as the observer becomes focused on visual processing.
 - Language areas become active as the observer engages in self-talk.
 - Subcortical areas become less active because the observer can have only emotional responses to his own behaviour.

ANSWER: a

201. Regarding applications of the principles of learning and conditioning, which of the following is most accurate outside the laboratory?
- Conditioning techniques for behaviour modification have proven to be of little value when applied to humans as opposed to animals.
 - Conditioning has little relevance to real-world concerns.
 - Conditioning theories and techniques have been widely applied in education, business, and industry.
 - Conditioning theories have attracted little interest outside psychology.

ANSWER: c

Chapter 6 - Learning

202. Complete the following analogy: Classical conditioning is to reflexes as operant conditioning is to _____.

- a. behaviour modification
- b. negative reinforcement
- c. discriminative stimuli
- d. voluntary behaviours

ANSWER: d

203. Which of your text's unifying themes is illustrated by the biological preparedness explanation for conditioned taste aversions?

- a. Psychology evolves in a sociohistorical context.
- b. People's experience of the world is highly subjective.
- c. Behaviour is shaped by our cultural heritage.
- d. Heredity and environment jointly influence behaviour.

ANSWER: d

204. In today's business world, management often emphasizes positive reinforcement more than in the past. Which of your text's unifying themes does this illustrate?

- a. Psychology is empirical.
- b. Behaviour is determined by multiple causes.
- c. Psychology evolves in a sociohistorical context.
- d. People's experience of the world is highly subjective.

ANSWER: c

205. What is the term for the application of operant principles to solve behaviour problems?

- a. insight training
- b. behaviour modification
- c. cognitive engineering
- d. modelling

ANSWER: b

206. Which of the following goals is specified in an appropriate format for designing a self-modification program?

- a. decreasing the amount of time spent watching television
- b. decreasing your irritability on a daily basis
- c. increasing your happiness and contentment
- d. increasing your motivation to accomplish a variety of goals

ANSWER: a

Chapter 6 - Learning

207. What is the first step in a behaviour modification program?

- a. specify the target behaviour
- b. design a program
- c. gather baseline data
- d. specify the antecedents

ANSWER: a

208. What is an antecedent in a behaviour modification program?

- a. the source of a reinforcement
- b. an event that precedes a behaviour
- c. a consequence of performing a behaviour
- d. an emotional component associated with the receipt of reinforcement or punishment

ANSWER: b

209. Geraldo begins to chew his fingernails every time his teacher enters the classroom. What is the antecedent in this case?

- a. anticipated punishment
- b. the fear associated with the teacher
- c. the teacher entering the classroom
- d. chewing the fingernails

ANSWER: c

210. Which of the following would be an effective technique in setting up reinforcement contingencies in a self-modification program?

- a. choosing a reinforcer that is readily available and relatively potent
- b. using delayed reinforcement
- c. arranging to reinforce yourself only after there has been a drastic change in the frequency of the target response
- d. using continuous rather than intermittent reinforcement

ANSWER: a

Chapter 6 - Learning

211. Which of the following will increase your likelihood of success when using punishment in a self-modification program?
- making sure you also have the opportunity to earn some reinforcers
 - gradually increasing the intensity of the punishment over time
 - getting a friend or family member to withhold the punishment
 - putting the punisher on an intermittent schedule

ANSWER: a

212. Shelley bites her nails whenever she is watching TV. If Shelley wanted to eliminate the antecedent of her nail-biting behaviour, which of the following would she do?
- Watch TV more often to promote extinction.
 - Avoid watching TV.
 - Provide herself with a positive reinforcer for inhibiting nailbiting.
 - Have someone turn off the TV if she bites her nails.

ANSWER: a

213. With most behaviour modification programs, what should you do once a terminal goal has been reached?
- Stop the program abruptly.
 - Switch from positive to negative reinforcement.
 - Phase the program out gradually by reducing the frequency of reinforcers.
 - Switch from a ratio to an interval schedule of reinforcement.

ANSWER: c

214. Tia wants to be the mayor of her city. In all her television ads, she plays patriotic music and has the Canadian flag displayed in the background. If voters develop positive feelings toward Tia as a result of these ads, what would those positive feelings represent?
- unconditioned response
 - conditioned response
 - positive reinforcement
 - negative reinforcement

ANSWER: b

Chapter 6 - Learning

215. Bette creates a television ad that alternates between images of garbage dumps and people drinking in a bar. She is hoping that people who watch the ad will develop negative feelings toward drinking. What principle is Bette relying on?
- observational learning
 - positive reinforcement
 - classical conditioning
 - negative reinforcement

ANSWER: c

216. Marvin creates a television ad that alternates between images of coffins and people buying cigarettes. He is hoping that people who watch the ad will develop negative feelings toward buying cigarettes after seeing these ads. What is the conditioned stimulus in Marvin's ad?
- feelings people have toward cigarettes before they see the ad
 - images of coffins
 - images of people buying cigarettes
 - people's feelings of disgust when viewing coffins

ANSWER: c

217. An organization creates a television ad that alternates between images of ruined landscapes and people filling up huge trucks at gas stations. If people develop negative feelings about buying large trucks as a result of watching this ad, what would those negative feelings represent?
- negative reinforcement
 - conditioned response
 - positive reinforcement
 - unconditioned response

ANSWER: b

Chapter 6 - Learning

Ziggy

Lynne has trained her dog, Ziggy, to ring a bell when he needs to go outside to urinate. First, she hung a bell from the doorknob. Every time she took Ziggy outside to urinate, she would ring the bell as she opened the door. If Ziggy bumped into the bell even by accident, she would praise him and take him outside (and he would get a treat each time he eliminated outdoors). If Ziggy urinated indoors, Lynne would ignore him and clean up the mess very quickly. Ziggy learned that going outside to urinate led to treats and praise, but urinating indoors led to no attention at all. Ziggy began to intentionally hit the bell with his paw when he needed to go outside. Once this began to happen, Lynne no longer opened the door for Ziggy when he simply bumped into the bell. Also, as the behaviour became more predictable, Lynne no longer provided treats every time Ziggy urinated outdoors. She only provided a treat for urinating outside approximately once per week. There was one major downfall to this training plan. Ziggy came to associate the sound of the bell with urination a little too strongly, so that he ended up wanting to go outside whenever the phone rang!

218. What process was Lynne using by rewarding even accidental ringing of the bell, but gradually working up to reinforcing only intentional ringing?
- shaping
 - modelling
 - extinction
 - classical conditioning

ANSWER: a

219. What do you call Ziggy's behaviour of ringing the bell, from a conditioning perspective?
- primary reinforcer
 - unconditional response
 - conditional response
 - operant behaviour

ANSWER: d

220. What is the term used to describe Ziggy responding to the phone with the need to go outside?
- generalization
 - extinction
 - spontaneous recovery
 - avoidance learning

ANSWER: a

Chapter 6 - Learning

221. On what schedule of reinforcement did Lynne provide treats after conditioning was well established?
- fixed-interval
 - variable-interval
 - variable-ratio
 - fixed-ratio

ANSWER: b

222. Lynne provided a treat each time Ziggy went outside. What was the treat called, from a conditioning perspective?
- conditional stimulus
 - positive reinforcer
 - negative reinforcer
 - unconditional stimulus

ANSWER: b

223. Compare the acquisition procedures in classical and operant conditioning. What is the essential difference between the two types of conditioning?

ANSWER: In classical conditioning, a neutral stimulus is repeatedly paired with an unconditioned stimulus. Eventually, a new response emerges and occurs each time the conditioned stimulus appears. The target behaviour occurs *after* the stimulus has occurred. The procedure sets up a contingency between two stimuli, and is most effective when one stimulus serves as a reliable signal that the second stimulus will occur. In operant conditioning, a specific response produces a consequence (a reinforcer or a punisher). In positive reinforcement, for example, the subject must make the target response before the reinforcer will be present. Similarly, in punishment, an aversive stimulus is contingent on performance of a specific response. Thus, in operant conditioning, the target behaviour occurs *before* the consequence (the reinforcer or punisher) and *causes* the reinforcer or punisher to occur. In classical conditioning, the behaviour of the person or the animal in no way affects the presentation of the stimuli; in this case, the behaviour is a response to the stimuli that are already present.

224. Explain how a specific phobia could be acquired through classical conditioning, being sure to identify the unconditioned stimulus, unconditioned response, conditioned stimulus, and conditioned response in your example. Also, using classical conditioning, indicate how the phobia could be eliminated.

ANSWER: Good responses to this question should clearly identify a stimulus that is neutral and that occurs before a significant biological event that produces strong fear. The response should also indicate that the stimulus becomes conditioned, and there is now a conditioned response (a phobia) to the event that was originally neutral. Very good responses might indicate that the fear would generalize to other stimuli that shared similar characteristics with the original stimulus, and that the fear response may be maintained by negative reinforcement (avoidance or escape). All responses should also indicate that the phobia may be eliminated through extinction (exposure to the CS without the expected UCS).

Chapter 6 - Learning

225. Provide specific, everyday examples (for instance, from child-rearing) of the following operant-conditioning phenomena: positive reinforcement, negative reinforcement, and punishment.

ANSWER: In evaluating students' examples, make certain they know the difference between negative reinforcement (removal of an aversive stimulus that is contingent on a desired response being made) and punishment (presentation of an aversive stimulus or removal of a pleasant stimulus that is contingent on an undesired response being made). Also ensure that the answers clearly indicate that *both* positive and negative reinforcement would produce an increase in the target behaviour, and that only punishment would produce a decrease in the target behaviour.

226. Briefly describe observational learning, and explain how it relates to classical and operant conditioning.

ANSWER: Observational learning occurs when an organism's behaviour is influenced by having watched the behaviour of another organism (a "model"). In order for observational learning to take place, the organism must (1) pay attention to the behaviour of the model, (2) remember the behaviour of the model, (3) be capable of imitating the model's behaviour, and (4) be motivated to imitate the model's behaviour.

Both classical and operant conditioning can occur vicariously, through observational learning (watching another organism be conditioned). For example, a person may acquire a phobia by observing someone else's classically conditioned fear response; or a person may acquire a new behavioural response after observing someone else who is rewarded for making that response.

227. Design a self-modification program to improve your study habits.

ANSWER: Good responses will (1) specify observable target responses (for example, study at least two hours each night), as opposed to personality traits; (2) ensure that time is set aside to monitor baseline frequencies of these responses; (3) use realistic, obtainable reinforcers (or punishers) that are related appropriately to the target responses; and (4) indicate the conditions under which the program can be terminated (for example, studying has become self-sustaining due to improved grades).