## BRIEF CONTENTS

Preface			xx
Acknowled	gme	nts	xxv
About the A	utho	or .	xxvii
Chapter 1		An Introduction to Learning	1
Chapter 2		The Modification of Instinctive Behavior	15
Chapter 3		Principles and Applications of Pavlovian Conditioning	39
Chapter 4		Theories of Pavlovian Conditioning	81
Chapter 5		Principles and Applications of Appetitive Conditioning	111
Chapter 6		Principles and Applications of Aversive Conditioning	151
Chapter 7		Theories of Appetitive and Aversive Conditioning	187
Chapter 8		Biological Influences on Learning	211
Chapter 9		Traditional Learning Theories	249
Chapter 10		Stimulus Control of Behavior	267
Chapter 11		Cognitive Control of Behavior	303
Chapter 12		The Storage of Our Experiences	341
Chapter 13		Memory Retrieval and Forgetting	381
Glossary			411
References			423
Author Inde	x		469
Subject Inde	x		491

## DETAILED CONTENTS

Learning in the Appella Calubraics

Pr	eface The most and the most and the second and the		XXI
Ac	knowledgments		XXV
Ab	out the Author	Supplement Process Theory	xxvii
Ch	napter 1 • An Introduction to Learning		1
CI			
	The Gift of Knowledge		1
	A Definition of Learning		2
	Functionalism		3
	Behaviorism		4
	The Importance of Associations		4
	British Empiricism		4
	Thorndike		5
			7
	Review		7
	Pavlov		8
	Watson		9
	Before You Go On		10
	Review		11
	The Ethics of Conducting Research		12
	Conducting Research With Human Subjects		12
	The Use of Nonhuman Animals in Research Before You Go On	Paradistant Day (plantage) and Constalors	12
	Review		13
	Critical Thinking Questions		14
	Key Terms		
	Ney Terms		14
Ch	apter 2 • The Modification of Instinctive Bel	navior	15
	If Only This Time		15
	The Instinctive Basis of Behavior		16
	Lorenz-Tinbergen Model		17
	Interaction of Internal Pressure and Environmen	ntal Release	17
	The Importance of Experience		18
	Before You Go On		19
	Review		19
	Habituation and Sensitization		20
	The Habituation and Sensitization Processes	Canadana	20
	Determinants of the Strength of Habituation and	Sensitization	22
	The Nature of Habituation and Sensitization		24

	Dual-Process Theory	24
	Evolutionary Theory	25
	Dishabituation	26
	Dishabituation The Dishabituation Process	26
	The Nature of Dishabituation	27
	Learning in the Aplysia Californica	28
	Studying Learning in Aplysia Californica	28
	The Neuroscience of Learning in Aplysia Californica	29
	Before You Go On	31
	Review	- salazmabelwoni 31
	Opponent-Process Theory	31
	The Initial Reaction	32
	The Intensification of the Opponent B State	33
	The Addictive Process	35
	Before You Go On	inbutwant in HE ant 36
	Review	interest to nominate CA 36
	Critical Thinking Questions	37
	Key Terms	37
	rtey ferms	
Ch	napter 3 • Principles and Applications of Pavlovian Cor	nditioning 39
	A Lingering Fear	39
	Principles of Pavlovian Conditioning	40
	The Conditioning Process	40
	Basic Components	40
	The Conditioning of Hunger	41
	The Motivational Properties of Conditioned Hunger	42
	The Neuroscience of Conditioned Hunger	42
	The Conditioning of Fear	43
	The Motivational Properties of Conditioned Fear	44
	The Neuroscience of Conditioned Fear	45
	Other Examples of Conditioned Responses	45
	Conditioning Techniques	46
	Eyeblink Conditioning	46
	Fear Conditioning	4/
	Flavor Aversion Learning	48
	Temporal Relationships Between the Conditioned	Chapter 2 . The Medifi
	Stimulus and the Unconditioned Stimulus	48
	Delayed Conditioning	amiTaldTyln0 # 49
		a alasB evositient sit 49
		pregramm terments 50
		Train to Suddensing 50
		to some spanning 50
	Before You Go On	51 Street
	Review	
	Conditions Affecting the Acquisition of a Conditioned Respon	nse z sa nama sa 51
	Contiguity Aux - Contiguity	na Maradunia set set 7 51
	The Optimal Conditioned Stimulus-Unconditioned Stimulus Inter	
	Long-Delay Learning	mint to annual out? 52

The Influence of Intensity	53
Conditional Stimulus Intensity	53
Unconditional Stimulus Intensity	5
The Salience of the Conditioned Stimulus	
The Predictiveness of the Conditioned Stimulus	55
Unconditioned Stimulus-Alone Presentations	56
Conditioned Stimulus-Alone Presentations	51
The Redundancy of the Conditioned Stimulus	57
The Importance of Surprise	58
The Neuroscience of Predictiveness and Surprise	E
Before You Go On	59
Review	59
Extinction of the Conditioned Response	59
Extinction Procedure	60
How Rapidly Does a Conditioned Response Extinguish?	61
Spontaneous Recovery	62
Other Inhibitory Processes	62
Conditioned Inhibition	63
External Inhibition Inhibition of Delay	63
Disinhibition	63
Before You Go On 128418 MURROR WAS ASSUMED BANKS	64
Review Contact and State a	04
A Conditioned Response Without Conditioned Stimulus-	
Unconditioned Stimulus Pairings	65
Higher-Order Conditioning	65
The Higher-Order Conditioning Process	
Research on Higher-Order Conditioning	
Sensory Preconditioning	68
The Sensory Preconditioning Process	68
Research on Sensory Preconditioning	68
The Neuroscience of Higher-Order Conditioning and Sensory Preconditioning	69
Vicarious Conditioning West growing and automorphism	69
Research on Vicarious Conditioning	69
The Importance of Arousal	. 70
Before You Go On	70
Review Re	70
Applications of Pavlovian Conditioning	71
Systematic Desensitization	71
The Contribution of Mary Cover Jones	71
Original Animal Studies	71
Clinical Treatment	72
Clinical Effectiveness	74
Extinction of Drug Craving	76
Before You Go On / prepare	78
Review 1 Alexandr Carlo Johnson State Control of the State Control of th	78
Critical Thinking Questions	79
Key Terms	79
	17

CI	hapter 4 • Theories of Pavlovian Conditioning	81
	He Never Saw It Coming	81
	The Nature of the Conditioned Response	82
	Stimulus-Substitution Theory	82
	The Conditioning of an Opponent Response	84
	Research on Conditioning of an Opponent Response	84
	The Conditioning of Drug Tolerance	84
	The Conditioned Withdrawal Response	86
	Sometimes-Opponent-Process Theory	87
	The Conditioning of the A2 Response	87
	Backward Conditioning of an Excitatory Conditioned Response  Problems With Sometimes-Opponent-Process Theory	90
	Affective Extension of Sometimes-Opponent-Process Theory	91
	Before You Go On	92
	Review	92
	The Nature of the Pavlovian Conditioning Process	93
	Rescorla-Wagner Associative Model	93
	The Unconditioned Stimulus Preexposure Effect	95
	The Potentiation of a Conditioned Response	97
	The Conditioned Stimulus Preexposure Effect	99
	The Cue Deflation Effect	100
	The Importance of Within-Compound Associations	100
	Before You Go On	101
	Review	101
	A Comparator Theory of Pavlovian Conditioning	102
	Mackintosh's Attentional View	103
	Learned Irrelevance and Pavlovian Conditioning	103
	Reinstatement of Attention and the Conditioned Stimulus Preexposure Effect	104
	The Role of Uncertainty in Pavlovian Conditioning  The Neuroscience of Predictiveness and Uncertainty	105
	The Retrospective Processing View	106
	Before You Go On	108
	Review	108
	Critical Thinking Questions	109
	Key Terms	109
Ch	antor 5 a Principles and Applications of Appatitive Conditioning	111
GII	apter 5 • Principles and Applications of Appetitive Conditioning	111
	A Loss of Control	111
	The Legacy of B. F. Skinner	112
	Instrumental and Operant Conditioning	113
	Types of Reinforcement	115
	Shaping Table 2 December 2 Decemb	117
	Training a Rat to Bar Press Shaping Food Consumption in Children With Autism	118
	Before You Go On	119
	Review	119

	Schedules of Reinforcement	120
	Fixed-Ratio Schedules	120
	Variable-Ratio Schedules	122
	Fixed-Interval Schedules	123
	Variable-Interval Schedules	124
	Differential Reinforcement of High Responding Schedules	124
	Differential Reinforcement of Low Responding Schedules	125
	Differential Reinforcement of Other Behavior Schedule	126
	Compound Schedules	126
	Before You Go On	126
	Review	126
	How Readily Is an Instrumental or Operant Response Learned?	127
	The Importance of Contiguity	127
	The Effect of Delay	127
	Delay of Reward and Conditioning in Humans	128
	The Impact of Reward Magnitude	128
	The Acquisition of an Instrumental or Operant Response	128
	The Performance of an Instrumental or Operant Response	129
	The Importance of Part Experience	131
	The Neuroscience of Behavioral Contrast	132
	The Influence of Reward Magnitude in Humans	132
	Before You Go On	132
	Review Review	132
	Extinction of an Instrumental or Operant Response	133
	The Discontinuance of Reinforcement	133
	Spontaneous Recovery	133
	The Aversive Quality of Nonreward	134
	Activation of an Instrumental or Operant Behavior	135
	Beauty   1997   1997   1997   1997   1997   1997   1998   1998   1998   1998   1998   1998   1998   1998	
	Partial Reinforcement and Resistance to Extinction The Partial Reinforcement Effect	135
	The Nature of the Partial Reinforcement Effect	136
	Before You Go On	137
	Review	139
		140
	Contingency Management	140
	The Assessment Stage	140
	The Contingency Contracting Stage	142
	The Implementation of the Contingency Management Program	143
	Before You Go On The House of t	149
	Review And the black and some first the set of the set	149
	Critical Thinking Questions	150
	Key Terms	150
ha		151
	A Good Spanking	151
	to an inverse a large of a page 19 in the syllength of the page in the syllength of the syl	152
	Instant Class to the second of	
		153
	The Escape From Aversive Events  The Intensity of the Aversive Event	153
	THE INTERIST OF THE AVERSIVE EVENT	100 2

	The Magnitude of Negative Reinforcement	155
	The Impact of Delayed Negative Reinforcement	155
	The Elimination of an Escape Response	156
	The Removal of Negative Reinforcement	156
	The Absence of Aversive Events	157
	Vicious Circle Behavior	157
	Before You Go On	159
	Review Review	159
	The Avoidance of Aversive Events	159
	Types of Avoidance Behavior	159
	Active Avoidance Learning	160
	Passive Avoidance Learning	161
	How Readily Is Avoidance Behavior Learned?	161
	The Severity of the Aversive Event	161
	The Delay Interval Between the Conditioned Stimulus and the Unconditioned Stimulus	162
	Before You Go On	163
	Review - 11 - 2 - 12 - 12 - 12 - 12 - 12 - 12	163
	Punishment	164
	Types of Punishment	164
	The Effectiveness of Punishment	165
	The Severity of Punishment	166
	The Consistency of Punishment	168
	Delay of Punishment	170
	The Negative Consequences of Punishment	171
	Pain-Induced Aggression	171
	The Modeling of Aggression	173
	The Aversive Quality of a Punisher	173
	Additional Negative Effects of Punishment	174
	Before You Go On	175
	Review ************************************	175
	Applications of Aversive Conditioning	176
	Response Prevention, or Flooding	176
	Effectiveness of Flooding	176
	The Neuroscience of Flooding	1//
	rumannen	178
	rositive rumsiment	178
	Response Cost Time-Out From Reinforcement	182
	Time-out From Remorcement	183
	The Ethical Use of Punishment	184
	Before You Go On Review	185
		103
	Critical Thinking Questions	186
	Key Terms	186
h	apter 7 • Theories of Appetitive and Aversive Conditioning	187
	A Lack of Self-Control	187
	The Nature of Reinforcement	188
	D. L. C.	188
	Probability-Differential Theory	100

Application: The Use of Activity Reinforcement		189
Response Deprivation Theory		191
Principles of Behavioral Economics		192
Behavioral Allocation	Miles	192
Choice Behavior		194
Matching Law		195
Maximizing Law		199
The Itea oscience of offorce Deliavior		200
		200
Keview		200
The fall of fallare		201
The Nature of Avoidance Learning		201
Two-Factor Theory of Avoidance Learning		202
Criticisms of Two-Factor Theory		202
D'Amato's View of Avoidance Learning		203
Before You Go On		206
Review		206
The Nature of Punishment		207
Thorndike's Negative Law of Effect		207
		207
Two-Factor Theory of Punishment		208
Estes's Motivational View of Punishment		208
Before You Go On		209
Review		209
V. T.		210
		210
apter 8 • Biological Influences on Learning		211
A Nauseating Experience		211
Generality of the Laws of Learning		212
A Behavior Systems Approach		213
		215
Before You Go On		218
Review		219
Schedule-Induced Bellavior		219
Schedule-Induced Polydipsia		220
other selledate illudeed beliaviors		220
The state of the s		221
Schedule-Induced Polydipsia and Human Alcoholism		222
Flavor Aversion Learning		224
The Selectivity of Flavor Aversion Learning		224
The Nature of Flavor Aversion Learning		226
Learned-Safety Theory		226
Concurrent Interference View		227
		228
The Neuroscience of Flavor Aversion Learning		228
Flavor Preference Learning		228

The Nature of Flavor Preference Learning	whythat to sall self maitenines 22	2
The Neuroscience of Flavor Preference Learning	Villad Trisitavings G personnia 23	3
Before You Go On	named is nelverted to deligonist	3
Review	PROPERTY AND ASSESSMENT 23	3
Imprinting	23	3
Infant Love	23	l'
Nature of Imprinting	23	1
An Associative View of Imprinting	estable to seminary and 2	3
An Instinctive View of Imprinting	=0-0 october 2	3
The Neuroscience of Social Attachments	23	t
The Avoidance of Aversive Events	23	(
Species-Specific Defense Reactions	make Jeans blown to provide unit	
Predispositions and Avoidance Learning	23	
Species-Specific Defense Reactions in Humans Before You Go On	23	
Review	23	
	23	9
The Biology of Reinforcement  Electrical Stimulation of the Brain	23	
The Influence of the Medial Forebrain Bundle	teterndenud to engels ad 1 23	
	to was recognited enterment 24	
The Reinforcing Effect of Medial Forebrain Bundle St	AND REAL PROPERTY OF THE PROPE	
The Motivational Influence of Medial Forebrain Bundl	PERSONAL PROPERTY OF THE PROPERTY OF THE PERSON OF THE PER	
The Influence of Reinforcement on the Functioning of The Influence of Deprivation on the Medial Forebrain		
The Neuroscience of Reinforcement	Bundle 24	
Function of the Two Reinforcement Systems		
Dopaminergic Control of Reinforcement	24	
Opiate Activation of the Tegmentostriatal Pathway	24	
The Neuroscience of Addiction	246	
Before You Go On	247	
Review	247	1
Critical Thinking Questions	Annamaska gnilasauski A	3
	248	
	Relayer Systems Approve	
Chapter 9 • Traditional Learning Theories	bowededay Jamina 249	
The Oldies But Goodies		
	249	
Traditional Learning Theories	Propagate Swouther Supported 250	1
Hull's Associative Theory  Motivation and Associative Learning	250	
Unconditioned Sources of Drive	and percent substitution 251	
Acquired Drives	tiel alumnare le avalent del 251	
The Reinforcing Function of Drive Reduction	253 253	
The Elimination of Unsuccessful Behavior		
Incentive Motivation	253	
	nome and a second part and 254	
An Evaluation of Associative Theory	255	
Spence's Acquired Motive Approach	256	
	to gram well more party seven 3	
Motivation and the Avoidance of Frustrating Events Nature of Anticipatory Behavior		
radial o straintelpator y Deliaylor	goldman I somenstand novel 257	

	Before You Go On Review	258 258
	Guthrie's Contiguity View The Impact of Reward	258 259
	The Importance of Practice  Breaking a Habit	259 260
	An Evaluation of Contiguity Theory Before You Go On Review	261 262 262
	Tolman's Purposive Behaviorism The Flexibility of Behavior	263 263
	Motivation and Expectancy Theory Is Reward Necessary for Learning?	263 264
	An Evaluation of Purposive Behaviorism  Before You Go On	264 265
	Review Cooperation Control of Behavior Tolly Services	265
	Critical Thinking Questions	265
	Key Terms	266
Cha	pter 10 • Stimulus Control of Behavior	267
	A Disappointing Review	267
	The Stimulus Generalization Process Generalization Gradients	268 269
	Excitatory Generalization Gradients	270
	Inhibitory Generalization Gradients	272
	The Nature of the Stimulus Generalization Process  Before You Go On	275 276
	Review State Our Experience of processing and particular and an accompany of the state of the st	276
	Discrimination Learning Discriminative Control of Behavior	277 278
	The Neuroscience of Discrimination Learning	279
	Two-Choice Discrimination Tasks	279
	Conditional Discrimination Task	280
	Behavioral Contrast  Before You Go On	282 283
	Review	283
	Occasion Setting The Properties of a Paylovian Occasion-Setting Stimulus	284
	Pavlovian Occasion-Setting Stimuli and Operant Behavior	286
	Discriminative Stimuli and Conditioned Responses	286
	Context as Occasion-Setting Stimulus	288
	The Neuroscience of Occasion-Setting Stimuli	288
	Before You Go On Annual State of the Annual St	289
	Review	289
	Hull-Spence Theory of Discrimination Learning	289
	Development of Conditioned Excitation and Inhibition  The Peak Shift Phenomenon	290
	The Aversive Character of S <sup>a</sup>	290

Errorless Discrimination Training		292
Training Procedure		292
Nonaversive S <sup>a</sup>		294
Application: Errorless Discrimination Training in Humans	The organic of ferences	294
The Transposition Effect		295
Sutherland and Mackintosh's Attentional View		297
		297
Association of the Analyzer With a Response		298
Predictive Value of Discriminative Stimuli		298
Continuity Versus Noncontinuity		299
		300
		300
		301
Key Terms		301
Chapter 11 • Cognitive Control of Behavior		303
The Insurmountable Barrier		303
Tolman's Purposive Behaviorism		304
Learning Principles		305
Place-Learning Studies		305
T-Maze Experiments		305
		306
		307
Is Reward Necessary for Learning?		308
		308
Before You Go On		310
Review		310
A Mental Representation of Events		310
Associative-Link Expectancies		311
Irrelevant Incentive Effect		312
Behavior-Reinforcement Beliefs		314
Reinforcement Devaluation Effect		314
The Neuroscience of Behavior-Reinforcement Beliefs		316
The Importance of Habits		316
The Neuroscience of Stimulus-Response Habits		317
Before You Go On		317
Review Review		318
Learned Helplessness		318
An Expectancy Theory of Learned Helplessness		318
Original Animal Research		319
Similarities of Helplessness and Depression		319
Criticism of the Expectancy Theory of Learned Helplessness		321
An Attributional Theory of Learned Helplessness		322
Personal Versus Universal Helplessness		322
Global Versus Specific Causal Attributions		323
Stable Versus Unstable Causal Attributions		323
Severity of Depression		324
Hopelessness Theory of Depression		324

	Negative Life Events and Hopelessness		324
	A Negative Explanatory Style and Vulnerability	to Depression	324
	A Positive Explanatory Style and Hopefulness		325
	The Neuroscience of Learned Helplessness	Walyesi	326
	Before You Go On		327
	Review		327
	A Cognitive View of Phobic Behavior		328
	Phobias and Expectations		328
	Self-Efficacy and Phobic Behavior		328
	The Importance of Our Experiences		330
	Application: A Modeling Treatment for Phobias		330
	An Alternative View		331
	Before You Go On		331
	Review		331
	Concept Learning		332
	The Structure of a Concept		332
			332
			333
			334
			336
			336
	A terraneous a street.		337
	- January		338
			338
	Critical Thinking Questions		339
	Key Terms		339
Ch	apter 12 • The Storage of Our Experiences		341
	A Fleeting Experience		341
	Measures of Memory		342
	A Three-Stage View of Memory Storage		343
	Sensory Register		344
	Iconic Memory		344
	In Search of an Icon		344
	The Duration of an Icon		346
	Echoic Memory		346
	In Search of an Echo		346
	The Duration of an Echo		346
	The Nature of Sensory Memory  Before You Go On		348
			348
			349
	Short-Term Store		349
	The Span of Short-Term Memory		349
	Disrupting Short-Term Memory		350
	Limited Storage Capacity		351
	The organization of our experiences		351
	Chunking		351
	Coding		353

		355
The Rehearsal Function of the Short-Term Store	Dane you had so been a market A 3	61
		62
Review	Chartes a to sonsine or using any 30	62
A.D. L I.C A L		63
Phonological Loop		63
Vicus ential Chatchand	THE STANDARY TO WANT WITH THE STAND	63
The Central Executive	and the second s	54
Episodic Buffer		64
The Neuroscience of Working Memory		65
Is There a Short-Term Memory?	36	56
Before You Go On		67
Review	30	67
Long-Term Store	36	68
Episodic Versus Semantic Memories	Seminary January 36	8
Separate Operations	Linux National Information and Control of the Contr	68
The Neuroscience of Episodic and Semantic Memories		68
Procedural Versus Declarative Memories	Manual a to separate not	10
The Neuroscience of Memory Storage	granten de secondo de principale 37	71
Learning in the Aplysia Californica	Mineral Indoors 2.10 persons 37	71
Structural Changes and Experience	Averall extenses A 37	12
Anatomical Basis of Memory Storage	sound of respect twittegall 37	3
Medial Temporal Lobe and the Case of H. M.	mo ab us/ evenes 3	74
The Importance of the Hippocampus	3 and the state of	76
Before You Go On	27 Crowdel Trinking Duestions 37	8
Review	37	8
Critical Thinking Questions	37	19
Key Terms	O to spenose out a Strong 37	19
Chapter 13 • Memory Retrieval and Forgetting	sonainegal entes (F A 38	1
A Look Into the Past	Cometa to service M. 38	
Memory Retrieval Attributes of Memory	38	
Context Attribute	38	
Affective Attribute	38	
Before You Go On	making to manang treat 38	
Review	38	
How Quickly We Forget	38	
Interference	39	
Underwood's List Differentiation View	Market Market Market 39	
Postman's Generalized Competition View	39	
Before You Go On Review	39 39 39 39	
	and revert-treat? to read with	
Reconstruction of the Past	39	
Memory Reconstruction Studies	Windlesdamental has made 39	
The Accuracy of Eyewitness Testimony	39	
The Effect of Misinformation on the Accuracy of Eyewiti		
Susceptibility to Misinformation	39	1

False Memory Syndrome	398
Motivated Forgetting	399
The Neuroscience of Memory Retrieval	401
Application: Mnemonics	405
Method of Loci	405
Remembering Names	405
Do Mnemonics Work?	406
Before You Go On	407
Review	//10
Critical Thinking Questions	100
Key Terms	409
the second of a role the recent of the restrong process in our	posteri mani hacan
Glossary	411
the state and however one this introduction to in how aftern	with our environ
References	423
Author Index	469
Subject Index I	
Subject Index / Company of the Compa	