**AP Psychology**

**CLASSICAL CONDITIONING**

Label each of the given scenarios, using the following to help you:

* **The unconditioned stimulus (UCS)**: *An event or thing that innately/naturally triggers a response in a learner; it does not have to be learned – thus, it is**unconditioned*
* **The unconditioned response (UCR)**: *The natural, reflexive reaction to the unconditioned stimulus; it does not have to be learned, as it already occurs on its own, and is thus unconditioned*
* **The conditioned stimulus (CS)***: An event or thing that a learner is trained to respond to; it is what we are teaching them to respond to – thus, it is conditioned*
* **The conditioned response (CR)**: *The response we now get to the presentation of the conditioned stimulus; it is what the learner has now been conditioned to do*

**1-** In 1920, John B. Watson introduced a white rat to a very young child, now known to us as "Little Albert". The child initially demonstrated no fear of the rat. Next, Watson presented the white rat and immediately after, banged a very loud gong in the little guy's ears. Little Albert cried and attempted to scramble away. After two or three such pairings (arrival of the white rat followed immediately by a scary noise), Little Albert became fearful as soon as he saw the white rat arrive, acquiring an intense fear of the animal.

Identify the **UCS**:
Identify the **UCR**:

Identify the **CS**:
Identify the **CR**:
Watson claimed that Albert also demonstrated a dramatic case of stimulus generalization in this case. What does that mean?

According to Watson, he "lost track" of Albert, who was never de-conditioned; do you think Albert would go through the rest of his life fearful of white rats? Explain your view

**2-** Executives at an advertising agency who are promoting a certain make of car discover in a survey that male consumers have negative feelings about their product. They decide to apply learning theory principles in their ad campaign. In all of their print ads for the car, they place a beautiful woman in a bikini standing alongside the automobile. Three months later, survey data reveals a significant increase in positive feelings among males about their product.

Identify the **UCS**:
Identify the **UCR**:

Identify the **CS**:
Identify the **CR**:

**3-** The staff at a children's cancer ward decide to have an "ice cream party" for the kids before they report to their radiation treatments. The treatments often result in nausea and vomiting, and the children are understandably anxious about them; the staff hopes to reduce their anxiety with the parties. They discontinue the practice however, when they discover the kids will no longer eat ice cream at all.

Identify the **UCS**:
Identify the **UCR**:

Identify the **CS**:
Identify the **CR**:

**4-** An intravenous drug user finds he gets moderate feelings of a "drug high" during the simple act of preparing to inject a drug into his system

Identify the **UCS**:
Identify the **UCR**:

Identify the **CS**:
Identify the **CR**:

**5-** An 18-year-old hears the 'jing a ling ling' of an ice cream truck and experiences feelings of excitement

Identify the **UCS**:
Identify the **UCR**:

Identify the **CS**:
Identify the **CR**: