

Your Exciting New Examples of Classical Conditioning

On your own paper, identify the US, UR, CS, and CR in the following examples.

1. The projector panel in Etheridge's classroom has a short circuit and gives him a shock every time he touches it. After a while he hesitates every time he is about to turn it on.
2. Joey gets hungry every time he goes into the kitchen.
3. Taylor hates the sight of cats, because she is allergic to them.
4. One of Cooper's friends has a night of boozing on to many Margaritas, and eating pizza and salad with bacon bits. After becoming sick, he refuses to eat bacon bits.
5. To stop bad habits, it is sometimes recommended that you put a rubber band around your wrist and snap it every time you notice yourself doing that behavior
6. Before you go in for a chemotherapy treatment, they often give you a distinctive food to eat. After treatment, you can't stand that food.
7. Your significant other often yells at you and makes you feel bad. Pretty soon you can't stand the look of that person and dump them. You meet another person who wears the same cologne/perfume. Although they seem nice, you just can't seem to get along with them.
8. You meet a new person whose cooking is very good. After a few meals you start to fall in love.
9. Whenever you go out with your friends you always drink beer. Now whenever you go out with them, you get thirsty.
10. There are two people you know who you always see together. One day, you see one of them by himself, and he comes up to you and punches you in the nose. Later you see the other one by himself, and you decide to turn around so he doesn't see you.
11. On your way home from school there is a big dog that always barks at you. You start to feel uncomfortable when taking that route, so you take a new route home, past a smaller dog that is not so loud.
12. Whenever you watch stranger things, you always have a big bowl of popcorn. Now you find that just having a bowl of popcorn makes you feel creepy. Later you start eating popcorn while watching Friends. Now the popcorn makes you feel happy.
13. You always do your homework on your desk. After a very hard semester, you find that sitting at your desk depresses you.
14. Your dog gets sick and requires several painful trips to the vet. Now he hides every time he hears you rattle your keys.
15. You want to quit smoking, so you sit at home and give yourself a shock every time you reach for a cigarette. Your smoking decreases. However, when you go out with your friends your smoking returns to the same level.

Fun with Classical Conditioning!

1. To discourage coyotes from attacking their sheep, ranchers feed the coyotes small pieces of mutton tainted with poison that, when ingested, cause the coyotes to experience extreme dizziness and nausea. Later, when the coyotes are placed in the pen with the sheep, the mere smell of the sheep causes the coyotes to run frantically away from their former prey.

2. As part of a new and intriguing line of research in behavioral medicine, researchers give mice saccharine-flavored water (a sweet substance that mice love) and then follow it up with an injection of a drug that weakens mice's immune systems. Later, when these mice drank saccharine-flavored water, they showed signs of a weakened immune response. Research is currently underway to see if the reverse is possible (i.e., if conditioning can be used to increase immune functioning), a discovery which would surely have important implications for new medical treatments.

3. A passenger on an airplane was feeling very anxious about an important job interview the next morning, and as a result he was uneasy and nervous throughout the flight. Back at home weeks later, he is contemplating a holiday trip. Though he hadn't previously been afraid to fly, he finds himself suddenly nervous about flying and decides to cancel his plans to visit an out-of-state relative.

4. It's no secret that people become unhappy when bad weather strikes, but what is surprising is that weather forecasters are consistently blamed for weather over which they obviously have no control. Weather forecasters around the country have been whacked by old ladies with umbrellas, pelted with snowballs, and even threatened with death (e.g., "You're the one that sent that tornado and tore up my house...I'm going to take your head off!", or "If it snows over Christmas, you won't live to see the New Year!") by people who mistakenly infer a causal relationship between the forecaster with subsequent foul weather patterns.

5. Why is it that automobile advertisements--especially those for sports cars--often feature beautiful young women? Because smart advertisers know (and research confirms) that new car ads that include an attractive female are rated by men as faster, more appealing, better-designed, and more desirable than similar ads that do not include an attractive female.

Bonus: Etheridge used to have donut Monday with his kids. Explain.

hint: 2 answers