Collage Frederick post week one discussion 1-1

Operant and Classical conditioning has shaped they way that we learn and detailed the way that we behave.  Ivan Pavlov and B.F. Skinner showed us how reactions to controlled and uncontrolled stimuli can be manipulated to create a certain response in behavior.

B.F. Skinner used operant conditioning to prompt negative or positive responses to stimuli.  "Both positive and negative punishment seek to decrease an undesirable behavior"(Rholetter, W. 2013).  An example of operant conditioning would be reward a child upon picking up their toys when they are done.  The adverse would be scolding the child for not picking up their toys after they are done playing with them.  Ivan Pavlov developed classical conditioning as a means to take an existing reaction or behavior and use that to bring a natural response without providing the normal stimulus.  In a research setting, behavioral response can be elicited by unintended cues by the researcher, known as the Clever Hans effect (Psychol., 26 December 2012)

Ivan Pavlov used classical conditioning to provide future researchers the framework to help understand behavior.  Relearning of attributive behavior and desensitization training have the result of work that Pavlov studied in his career (Sparzo, F. J. 2016).

From the readings, McSweeney and Murphy examined the theoretical approaches of frequency and delay between the intervals of punishment positive/negative and rewards in their studies.  Looking at the initial reward for a given response and then altering its frequency without extinction of the behavior (McSweeney, F. K., & Murphy, E. S. (Eds.). 2014).

In today's operant conditioning is in abundance.  We are a creature of the social media era.  You post something and it receives likes.  This promotes the person to create more posts to gain the same result and an increase in followers.  Classical conditioning would be apparent with the use of cellphones.  They have become a disruption to a point.  So much so that they are way for parents to use them as a positive or negative reinforcer of a child's behavior.

The work of Skinner and Pavlov would come under scrutiny in their handling of animals and children.  They would be in violation of Principle A:Beneficence and Non-maleficence (American Psychological Association. n.d.).  PETA would be all over Pavlov for cruelty of animals and Child and family services would charge Skinner with abuse.

Assessing the types of personality measurements and research designs associated Pavlov, I think that we are constantly bombarded by television news shows and commercials.  We look at how the news was thirty years ago and it was on a local level.  With the advent of 24 hour news that is national and international, it has shaped the way we interpret what we see by the way it is presented.   Commercials are brought to us in the same manner.  You have one news channel that gives opinions along with its information.  This can be either vindicating or disheartening depending on the persons attitudes.  After a while the person just turns to that news outlet because they are expecting a certain response, whether they receive it or not.  Data is also collected differently.  Polls don't particularly have yes no answers.  There are several possible answers so that numbers can be manipulated.  Pavlov would have been rejected because there wasn't enough breeds of dogs in his study, or it was biased against some independent variable that wasn't relevant back then.

References

American Psychological Association. (n.d.). [Ethical principles of psychologists and code of conduct (Links to an external site.)](http://www.apa.org/ethics/code/index.aspx). Retrieved from [http://www.apa.org/ethics/code/index.aspx (Links to an external site.)](http://www.apa.org/ethics/code/index.aspx)

McSweeney, F. K., & Murphy, E. S. (Eds.). (2014). [*The Wiley Blackwell handbook of operant and classical conditioning*](https://ashford.instructure.com/courses/69108/external_tools/retrieve?display=borderless&url=https%3A%2F%2Flibrary.ashford.edu%2FAccount%2FLtiLogin.aspx%3Fcustom_redirectresource%3Dhttps%3A%2F%2Flibrary.ashford.edu%2Fezproxy.aspx%3Furl%3Dhttps%3A%2F%2Febookcentral.proquest.com%2Flib%2Fashford-ebooks%2Freader.action%3FdocID%3D1695067). Retrieved from http://ebookcentral.proquest.com/

Psychol., 26 December 2012 | [https://doi.org/10.3389/fpsyg.2012.00558 (Links to an external site.)](https://doi.org/10.3389/fpsyg.2012.00558)

Rholetter, W. (2013). [Operant conditioning](https://ashford.instructure.com/courses/69108/external_tools/retrieve?display=borderless&url=https%3A%2F%2Flibrary.ashford.edu%2FAccount%2FLtiLogin.aspx%3Fcustom_redirectresource%3Dhttps%3A%2F%2Flibrary.ashford.edu%2Fezproxy.aspx%3Furl%3Dhttp%3A%2F%2Fsearch.ebscohost.com%2Flogin.aspx%3Fdirect%3Dtrue%252526db%3Ders%252526AN%3D89677602%252526site%3Deds-live). Salem Press Encyclopedia. Available from Research Starters database.

Sparzo, F. J. (2016). [Pavlovian conditioning](https://ashford.instructure.com/courses/69108/external_tools/retrieve?display=borderless&url=https%3A%2F%2Flibrary.ashford.edu%2FAccount%2FLtiLogin.aspx%3Fcustom_redirectresource%3Dhttps%3A%2F%2Flibrary.ashford.edu%2Fezproxy.aspx%3Furl%3Dhttp%3A%2F%2Fsearch.ebscohost.com%2Flogin.aspx%3Fdirect%3Dtrue%252526db%3Ders%252526AN%3D93872139%252526site%3Deds-live). Salem Press Encyclopedia of Health. Available from Research Starters database.