



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## Operant conditioning :- (B.F Skinner)

It is also called **instrumental** conditioning. According to this theory, our behaviour produces certain consequences and how we behave in future will depend on what those consequences are. If our actions have pleasant effects then we will be more likely to repeat them in the future. If, however, our actions have unpleasant effects, we are less likely to repeat them in the future. Thus according to this theory, behaviour is the function of its consequences.



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## Skinner's Theory

“All we need to know in order to describe and explain behavior is this: actions followed by good outcomes are likely to recur, and actions followed by bad outcomes are less likely to recur.” *(Skinner, 1953)*



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## **OPERANT CONDITIONING TECHNIQUES**

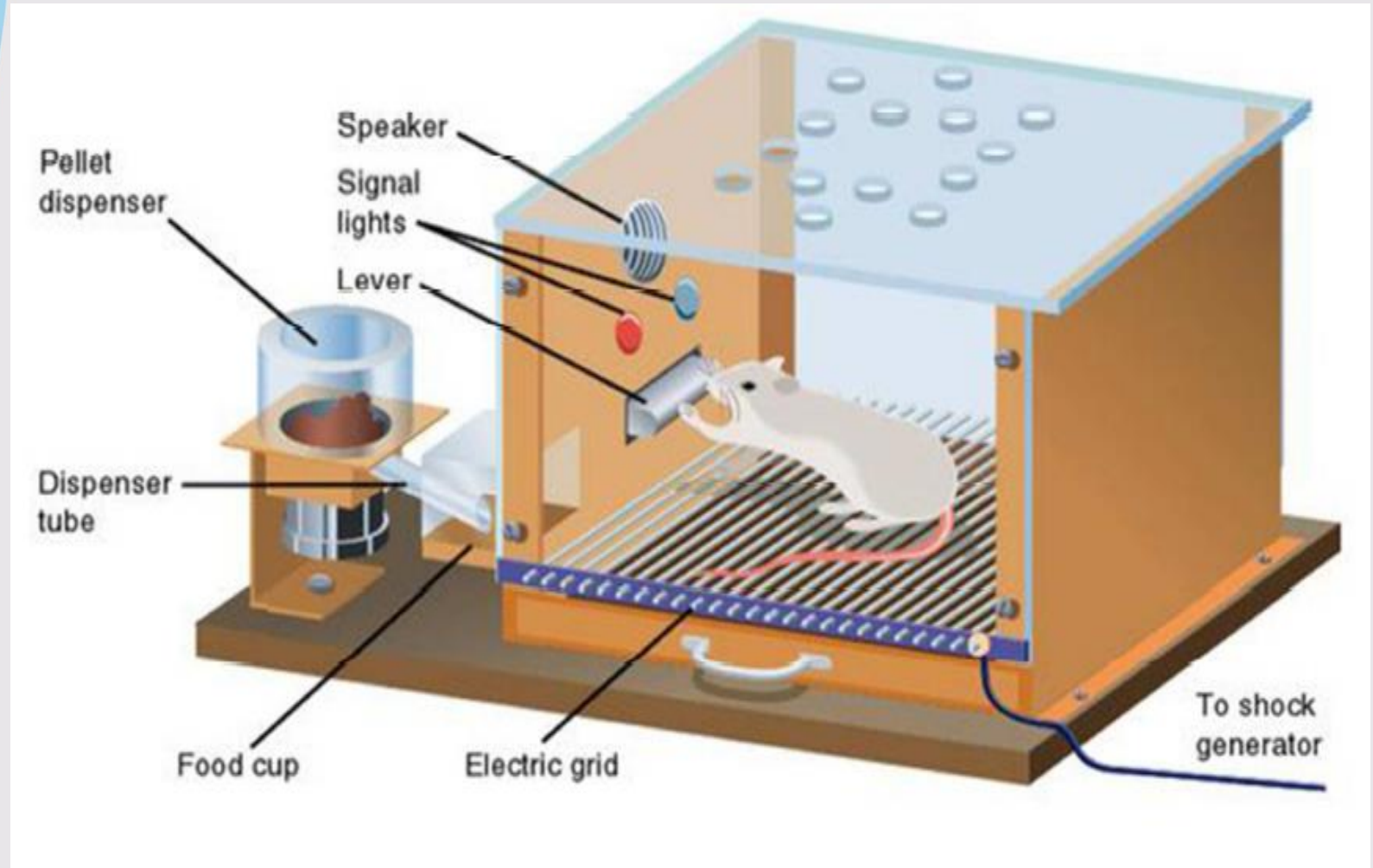
- **POSITIVE REINFORCEMENT** = increasing a behavior by administering a reward
- **NEGATIVE REINFORCEMENT** = increasing a behavior by removing an aversive stimulus when a behavior occurs
- **PUNISHMENT** = decreasing a behavior by administering an aversive stimulus following a behavior OR by removing a positive stimulus
- **EXTINCTION** = decreasing a behavior by not rewarding it



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

# Skinner Box





**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

An operant chamber is a simple box with a device (lever/key) at one end that can be worked by the animal in the box. The lever and key are really switches that activate when a positive reinforcement is being used. The positive reinforcement is contingent upon pressing a lever or pecking a key. A hungry rat was put into the box and the food pellets were dropped by a push button switch from outside. The rat started eating the pellets as soon as it drops. After some time the experimenter stops releasing the pellets after a period of inactivity the rat started exploring the box and eventually pressed the lever a pellet of food was released. i.e reinforcement is contingent upon pressing the lever. After eating it the rat started exploring the box more vigorously and groomed itself to press the lever again. Usually after the fourth or fifth release the rat begins to press the lever more rapidly and operant behaviour in full swing.



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

Researchers call “operant behaviour” because they operate on the environment- they make the environment respond in ways that we want.

Example: Coffee vending machine.



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

Based on such consequences, the behaviour can be predicted and controlled.

Therefore, some consequences can be used to increase the recurrence of desired behaviour and some other consequences can be used to decrease the recurrence of undesired behaviour.



**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## **Cognitive theory of learning:-**

According to this theory people are conscious, active participants in how they learn. In the cognitive view, people draw on their experiences and use past learning as a basis for present behaviour. For example, if an employee faced with a variety of job assignments will use previous experiences in deciding which one to accept. Second people make choices about their behaviour. The employee recognizes his or her two alternatives and chooses one. Third, people recognize the consequences of their choices. Thus, when the employee finds the job assignments rewarding and fulfilling, he or she will recognize that the choice was a good one and will understand why. Finally, people evaluate those consequences and add them to prior learning, which affects future choices.





**Centurion**  
**UNIVERSITY**

*Shaping Lives...  
Empowering Communities...*

## **Social learning theory:-**

This theory emphasizes the ability of an individual to learn by observing others. Important models include parents, teachers, peers, motion pictures, TV artists, bosses and others.

According to this theory an individual acquires new knowledge by observing what happens to his or her model. This is popularly known as vicarious learning. A learner acquires tacit knowledge and skills through vicarious learning.