

BEHAVIORAL MODELS LEARNING THEORY

John Watson

B.F. Skinner

Abnormal behavior is learned.

Classical Conditioning

Operant Conditioning

E. L. Thorndike

Instrumental conditioning

Law of Effect: “One effect of a successful behavior is to increase the probability that it will occur again in similar circumstances.”

Observational Learning

Also known as **VICARIOUS LEARNING**

Albert Bandura

Observation

Imitation

CRITICISM OF BEHAVIORAL MODELS

1. Reductionistic and simplistic.
2. Generalizes from animal studies to human. Denies a qualitative difference between species.
3. A mechanistic view that approaches humans as “empty organisms.” What is happening internally, i.e., the “inner life” of a person, is irrelevant