Teacher Answer Key

Case Study

1. The bell started out as a neutral sound. Pavlov paired it with food over and over, and after enough pairings the dogs began salivating to the bell by itself, which made it a conditioned stimulus.

2. It shows that a meaningless signal can come to trigger a real physical response purely through association, and that these learned associations are strong enough to build a whole field of research on.

Multiple Choice

1. B

2. D

3. B

Matching

1-B, 2-D, 3-A, 4-C

Fill-in-the-Blank

1) bell, 2) unconditioned, 3) Generalization

Short Answer (Sample Responses)

Q1: Generalization occurs when similar stimuli evoke the conditioned response, while discrimination is the ability to distinguish between the original stimulus and other similar ones, responding only to the original.

Q2: Extinction happens when the conditioned stimulus is presented without the unconditioned stimulus, reducing the conditioned response. After a rest period, spontaneous recovery may cause the conditioned response to reappear, though usually weaker.

Q3: Pavlov's work has influenced therapy, advertising, and education by demonstrating how associations can affect behavior. This has led to techniques like exposure therapy for phobias and strategic stimulus pairing in advertising.