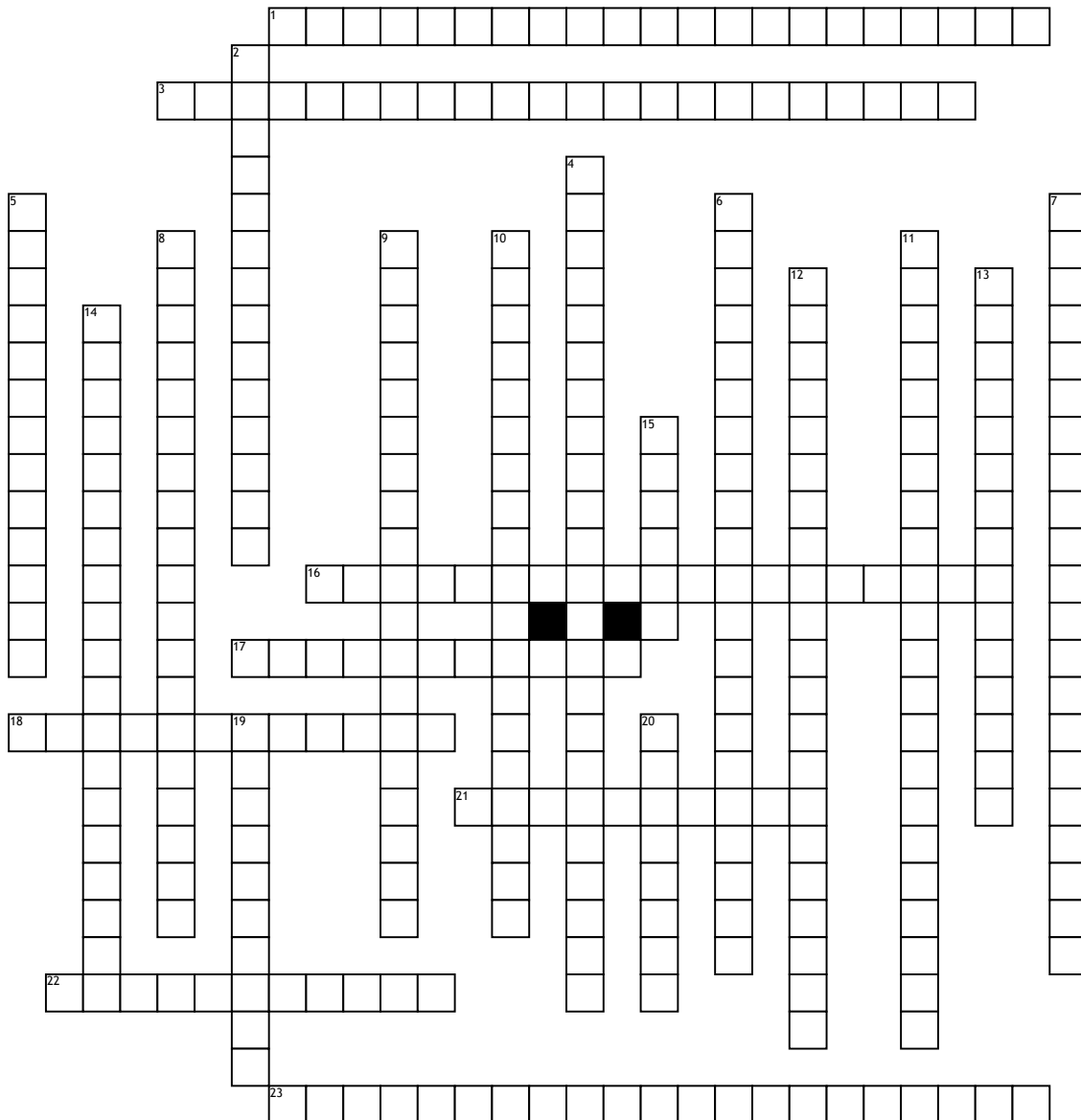


# Psychology Ch. 5 Project



## Across

1. The process by which a previously neutral stimulus becomes associated with a stimulus that already elicits a response and, in turn, acquires the capacity to elicit a similar or related response.

3. After conditioning, the tendency to respond to a stimulus that resembles one involved in the original conditioning; in classical conditioning, it occurs when a stimulus that resembles the CS elicits the CR.

16. The process of pairing a conditioned stimulus with a stimulus that elicits a response that is incompatible with an unwanted conditioned response.

17. A technique that pairs a product with music, scenery, or celebrities that is the unconditioned stimulus, for internal responses associated with pleasure, in hopes that the product will become a conditioned stimulus.

18. The existence of a greater biological readiness to associate sickness with taste than with sights or sounds

21. The process by which a response is weakened or made less likely by a stimulus or event that follows it.

22. An approach that emphasizes the study of observable behavior and the role of the environment and prior experience as determinants of behavior.

23. A response elicited by an unconditioned stimulus

## Down

2. A stimulus that signals when a particular response is likely to be followed by a certain type of consequence. (reinforcement or punishment)

4. A procedure in which a neutral stimulus becomes a CS through association with an already established CS.

5. The process by which a response is strengthened or made more likely by a stimulus or event that follows it.

6. Removing stimulus to increase the likelihood of a response

7. Adding stimulus to increase the likelihood of a response

8. The process by which a response becomes more or less likely to occur, depending on its consequences.

9. The reappearance of a learned response after its apparent extinction.

10. An initially neutral stimulus that comes to elicit a conditioned response after being associated with an unconditioned stimulus

11. The tendency to respond differently to two or more similar yet distinguishable stimuli; in classical conditioning, it occurs when a stimulus similar to (but different than) the CS does not evoke the CR.

12. A stimulus that already elicits a certain response without additional learning

13. Theories that emphasize how behavior is learned and maintained through observation of others and cognitive processes such as plans, expectations, and beliefs.

14. A response that is elicited by a conditioned stimulus; it occurs after the conditioned stimulus is associated with an unconditioned stimulus

15. A form of learning that is not immediately expressed in an overt response and occurs without obvious reinforcement.

19. The weakening and eventual disappearance of a learned response; in classical conditioning, it occurs when the CS no longer predicts the US.

20. A \_\_\_\_?\_\_\_\_ modification - the application of operant-conditioning techniques to teach new responses or to reduce or eliminate maladaptive or problematic behavior.