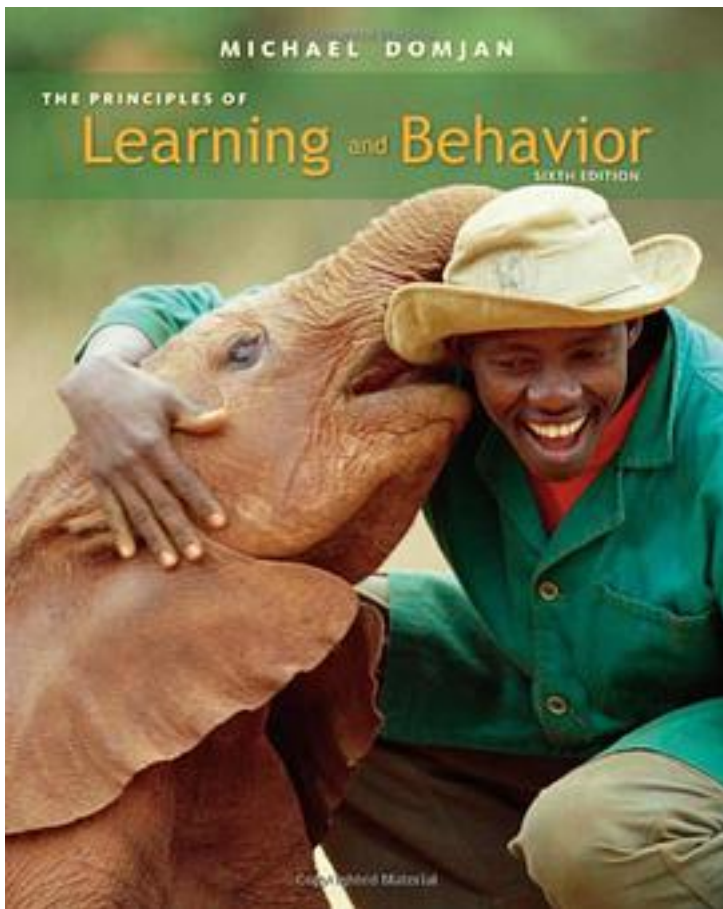


The Principles of Learning and Behavior



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著者:Michael P. Domjan

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This active learning edition includes a new, built-in workbook that provides examples and exercises to help students practice and remember what they read in the book. In addition, users read graphs and make their own interpretations of what the information yields about behavior. Each exercise begins with a short lesson, and then

has short assignments that range from 1 minute to 30 minutes worth of workasome are short answer, some are projects, and some are more involved. The workbook also incorporates users exercises for SNIFFY THE VIRTUAL RAT, VERSION 2.0. Known for its currency and clear writing style, PRINCIPLES OF LEARNING AND BEHAVIOR provides a comprehensive and systematic introduction to elementary forms of learning that have been the focus of research for much of the twentieth century. The book covers habituation, classical conditioning, instrumental conditioning, stimulus control, aversive control, and their applications to the study of cognition and to the alleviation of behavior problems. Biological constraints on learning are integrated throughout the book, as are applications boxes that relate animal research to human learning and behavior. The book closely reflects the field of research it represents in terms of topics covered, theories discussed, and experimental paradigms described.

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