

Discussion questions – Topic 6

1. Observational learning is an important means of socialization for children, teenagers and adults. Consider the content of popular prime-time television shows. What are the patterns of behavior that people may learn as a result of watching prime-time television?
2. Try to remember the worst experiences you ever had in a restaurant. What were the various ways in which you were punished (or negatively reinforced) for eating there?
3. Develop the outline of an advertising campaign for a new line of bath towels that includes TV commercials and point-of-purchase displays that make use of classical-conditioning ideas. Be sure to identify the conditioned stimulus, the unconditioned stimulus, the conditioned response and the unconditioned response.
4. Consider one of the following options: visit a supermarket or mall in your area, go through your favorite magazine or watch several prime-time television commercials. Take along a notebook and record specific examples of how retail stores or advertisers use behavioral-learning principles to influence consumers. Which of the three types of behavioral learning (classical conditioning, operating conditioning or behavioral learning) provided most of your examples?
5. Using your prior knowledge and any other research, search for one commercial and write a report explaining how the promotional techniques adopted by the advertiser allow the business to meet all the AIDA criteria: (1) Attract attention, (2) gain interest, (3) generate desire, (4) encourage action.
6. Go through a magazine and locate four print advertisements: two that make use of central routes to persuasion and two that make use of peripheral routes. Justify your choice.
7. How does CVS pharmacy use stimulus generalization for their brands? Do you think it is effective? Should this be allowable?

