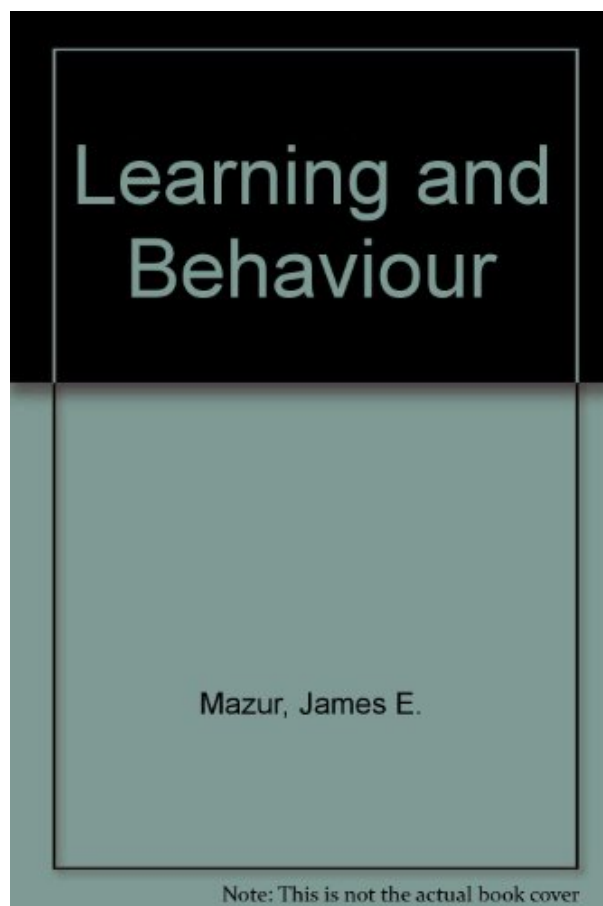


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Learning and Behaviour

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From the Publisher

This comprehensive survey describes the basic principles, theories, controversies, and experiments in the field of learning. Focusing on both classic studies and the most recent developments and trends, it deals with how people and animals learn, and how learning impacts behaviors. The emphasis throughout is on the importance of learning principles in everyday life.

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This text is designed to be suitable for introductory or intermediate level courses in learning, conditioning, or the experimental analysis of behavior. No prior knowledge of psychology is assumed, but the reading may be a bit easier for those who have had a course in introductory psychology. Many of the concepts and theories in this field are fairly abstract, and to make them more concrete (and more relevant), I have included many real-world examples and analogies. In addition, most of the chapters include sections that describe how the theories and principles have been used in the applied field of behavior modification.

Roughly speaking, the book proceeds from the simple to the complex, both with respect to the difficulty of the material and the types of learning that are discussed. Chapter 1 discusses the nature of scientific theories and experiments, and it outlines the behavioral approach to learning and contrasts it with the cognitive

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