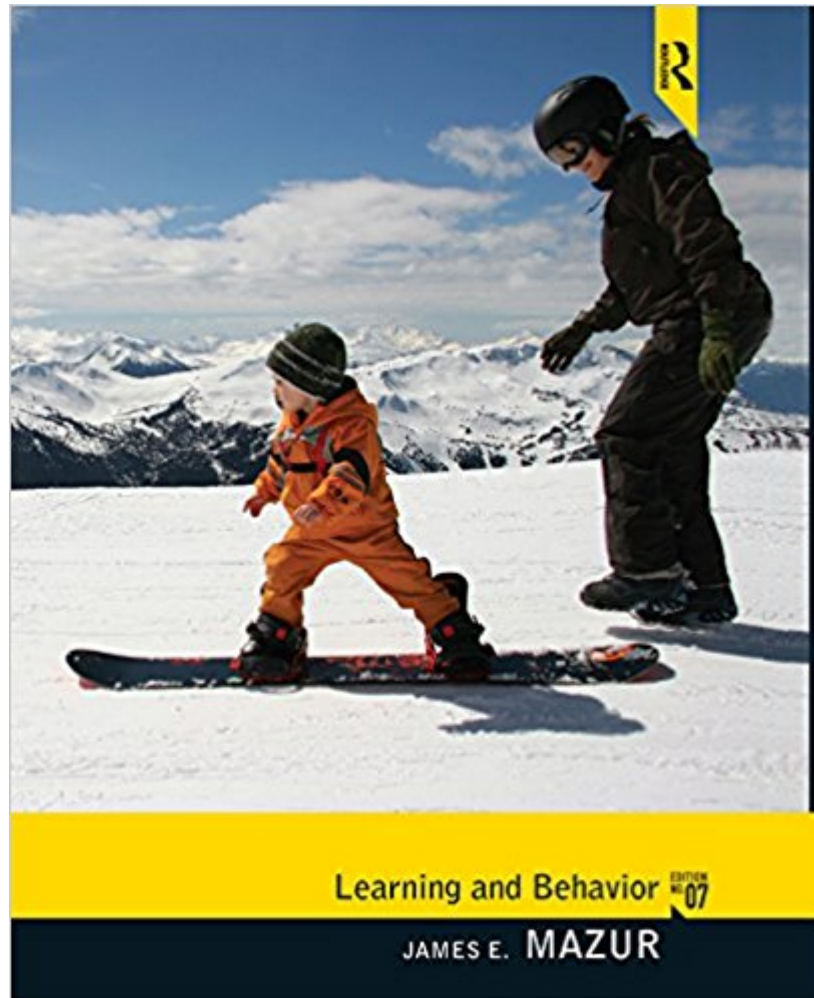




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Learning And Behavior: Seventh Edition



Synopsis

This book reviews how people and animals learn and how their behaviors are later changed as a result of this learning. Nearly all of our behaviors are influenced by prior learning experiences in some way. This book describes some of the most important principles, theories, controversies, and experiments that pertain to learning and behavior that are applicable to many different species and many different learning situations. Many real-world examples and analogies make the concepts and theories more concrete and relevant to the students. 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. Each chapter in the seventh edition was updated with new studies and new references that reflect recent developments in the field. The book includes a number of learning aids for students, including a list of learning objectives at the beginning of each chapter, practice quizzes and review questions, and a glossary for all important terms. Learning & Behavior covers topics such as classical and operant conditioning, reinforcement schedules, avoidance and punishment, stimulus control, comparative cognition, observational learning, motor skill learning, and choice. Both the classic studies and the most recent developments and trends in the field are explored. Although the behavioral approach is emphasized, many cognitive theories are covered as well along with a chapter on comparative cognition. Upon completing this book readers will be able to understand the field of learning and discuss real-world applications of learning principles.

Book Information

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Customer Reviews

I actually really enjoy this textbook mainly because Mazur writes in a very informal style that is easy to read and understand. Also, I should not that concepts are clearly organized and subjects build on top of each other logically....both of which are very good things (and which are hard to come by in many textbooks).

Pragmatic and explains concept very well

good deal

Not fond of the way everything is explained, but I think it's just my learning preference. It does a good job of giving background information for experiments that led to each concept and terms, but the organization just didn't work for me.

Typical textbook, it does a pretty good job of explaining everything you need to know, though... Just very bland, was hard to hold my interest for long.

spine of book is damaged, but other than that, great item!

I don't have to take the class again so that says a lot. I give it a 5

Prompt and what I need

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