4.0 LEARNING

1. What is principle of intensity in learning?
Principle of intensity in learning states that an individual will learn more from a real thing (primary) than from a substitute (secondary thing). As per this, a routine or boring experience teaches less than a clear and dramatic learning experience.

2. Define learning.
Learning can be defined as relatively permanent change in behavior or behavior potential resulting from direct or indirect experience. In other words, learning is any relatively permanent change in behavior that occurs as a result of experience.

3. Enlist the major steps in learning process.
For learning process to be completed, the following steps are essential:
- A Stimulus
- Response
- Motivation or drive
- Reward or incentive

4. What are the important theories of learning?
Theories of learning help to explain how the process of learning occurs. There are four important theories of learning enlisted as follows:
- Classing conditioning theory
- Operant conditioning theory
- Cognitive theory
- Social learning theory

5. Define classical conditioning theory.
Classical conditioning theory was propounded by a Russian Psychologist Ivan Petrovich. As per this theory, a formerly neutral stimulus when paired with an unconditional stimulus becomes a conditioned stimulus that illicit a conditioned response.

6. Define operant conditioning theory.
This approach to learning was proposed by B.F. Skinner. As per operant conditioning theory, human behavior is a function of its consequences. Moreover, people learn to behave to get something they want or avoid something they don't want.

7. Give the concept of cognitive learning.
Cognitive theory of learning is also called as stimulus-stimulus theory of learning. This theory primarily focuses on knowing the relationship between events and objects. As per this theory, learning is considered as the outcome of deliberate thinking about the problem.

8. What do you mean by social learning?

Social learning theory proposed by Bandura is also known as observational learning. As per this theory, new responses are learned through observing the behaviors of others.

9. List out the major steps of behavior modification.

The major steps of behavior modification are enlisted as follows:

• Identifying performance related behavior
• Measuring behavior
• Analyzing behavior
• Developing intervention strategy
• Implementing intervention strategy
• Evaluating and monitoring

10. Define behavior modification?

Behavior modification IS the application of reinforcement concepts to individuals in the work setting. In other words, organizational behavior modification is defined as the application of reinforcement theory to people in organizational setting.

11. State the significance of learning.

The key significance of learning is enlisted as follows:

• Improve employee skills
• Control employee behavior
• Identify skills
• A behavioral development
• Positive impact on job performance

12. Enlist the factors influencing learning.

The major factors influencing learning are listed as follows:

• Psychological factors
• Social factors
• Environmental factors
• Nature of learning material
• Process of learning
• Personal factors

13. Give the names of major models of learning.

The names of major models of learning are enlisted as follows:

• Classical conditioning theory
• Operant conditioning theory
• Cognitive theory
• Social learning theory

14. Define the terms conditional and unconditional response.

Conditional response is a learned response to a previously neutral stimulus. Popularly referred as UCR, unconditional response refers to an automatic and unlearned response triggered by unconditional stimulus. For example, flow of saliva when we see our favorite food.

15. What are the components of learning? Explain the classical conditioning theory of learning.

Components of Learning

The primary components of learning are discussed below:

☐ Change: One of the primary components of learning is change. Learning is change in behavior. The change could either be good or bad from an organizational point of view:

☐ Relatively Permanent: The changing behavior must be relatively permanent. In that regard, for a learning to occur, the change in behavior must be relatively permanent.

☐ Experience: It is important to have some form of experience for learning. Hence when someone develops ability based on his maturation, diseases, damages, etc. it is not called learning.

☐ Reinforcement: The learned behavior will eventually disappear if reinforcement do not arrive, Reinforcement hence, is another primary component of learning.

Classical Conditioning Theory of Learning

It is a type of conditioning where an individual respond to some stimulus that would not invariably produce such a response. Classical conditioning grew out of experience to teach dogs to salivate in response to ringing of the bell, conducted by Russian psychologist, Wan Pavlov.

A simple surgical procedure allowed Pavlov to measure accurately the amount of saliva secreted by a dog. When Pavlov presented the dog with a piece of meat, the dog exhibited a noticeable increase in salivation. When Pavlov withheld the presentation of meat and nearly rang a bell, the dog has no salivation. Then Pavlov proceeded to link the meat and the ringing of the bell. After
repeatedly hearing the bell before getting the food, the dog began to salivate nearly at the sound of the bell even if no food was offered. In effect, the dog learned to respond that is to salivate to the bell.

The meat was unconditioned stimuli. It invariably caused the dog to react in a specific way. Whenever, the bell was the artificial stimulus or conditioned stimulus the reaction took place. While it was originally neutral, when the bell was paired with the meat (an unconditioned stimulus), if eventually produced a response when presented alone. It is the conditioned response. This describes the behavior of the dog salivating in reaction to the bell alone.

Using these we can summarize the classical conditioning. Learning a conditioned response involves building up an association between a conditioned stimulus and an unconditioned stimulus.

Using the paired stimulus, one compelling and other one neutral, the neutral one becomes a conditioned stimulus and hence takes on the properties of the unconditioned stimulus.

Classical conditioning is passive. Something happens and we behave in a specific way. It is elicited in response to a specific, identifiable event. As such, it can explain simple reflexive behaviors. But most behavior particularly the complex behavior of individuals in organization is emitted rather than elicited. It is voluntary rather than reflexive. For example, employees choose to arrive at work on time, ask their superiors for help with problems. The learning of these behaviors is better understood by looking at operant conditioning.

16. What is learning? What are the factors influencing learning?

Meaning of Learning
Learning is any relatively permanent change in behavior that occurs as a result of experience. We can say that the changes in the behavior indicate that learning has taken place and that learning is a change in behavior.

Factors Influencing Learning

There are lots of factors that influence learning. Some of the most common are explained briefly.

1. Psychological factors: The Psychological factors that influence learning includes an individual's interest, values, perception, beliefs, needs and