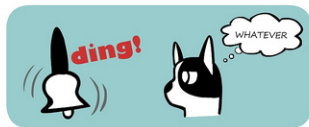
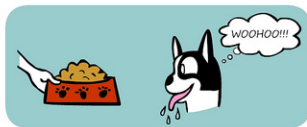


CLASSICAL (PAVLOVIAN) CONDITIONING

BEFORE



CS = Conditional Stimulus
Neutral signal
No emotional meaning
no response



US = Unconditioned Stimulus
Trigger for hardwired emotions
related to survival
reflex = salivation

DURING



CS

+



US



Reflex or Respondent Behavior

repeat many times

AFTER



**Antecedent/
Trigger**



Conditioned Response