CLASSICAL (PAVLOVIAN) CONDITIONING

**BEFORE**
- CS = Conditional Stimulus
  - Neutral signal
  - No emotional meaning
- 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
  - WOOHOO!!!
  - LIKE!!!