



“In the Field” Paper - Classical Conditioning

The purpose of this assignment is to encourage you to apply the material covered in this course to the “real world,” and to explore how this material might relate to your life. This formal paper should be 2-3 pages in length, double-spaced, 12-pt. font, and will be submitted via Turnitin on Blackboard. It should follow standard essay format (that is, an opening paragraph with a thesis statement, supporting paragraphs with evidence, and a conclusion).

This “In the Field” Paper relates to classical conditioning. Before you begin this assignment, consider what you will need to know about classical conditioning. Read the instructions below carefully and then start to notice advertisements around you in the “real world.” Begin to critically analyze these ads. (For the purpose of this paper, these can be television commercials, magazine ads, or billboards. No online ads please. I’m forcing you to take an online break!)

Choose one ad that, to you, best exemplifies the use of classical conditioning. When you have chosen the ad, show it to me and explain why you think it will work for this assignment. Explain how the ad uses classical conditioning effectively to (try to) influence your behavior or emotions. Clearly identify the UCS, UCR, CS, and CR. Is the ad successful in your opinion? Please take a picture of the ad (if possible) and include it in your paper.

Remember, this paper should be a formal essay with an opening paragraph and thesis statement, supporting evidence, and a conclusion. Be sure to incorporate specific key terms from the chapter.

After you have completed the assignment, please answer these questions and turn them in with your assignment:

- How do you think you did on this assignment? Give a reason for your answer.
- What was challenging about this assignment? What did you do to overcome this challenge?