

Ivan Pavlov

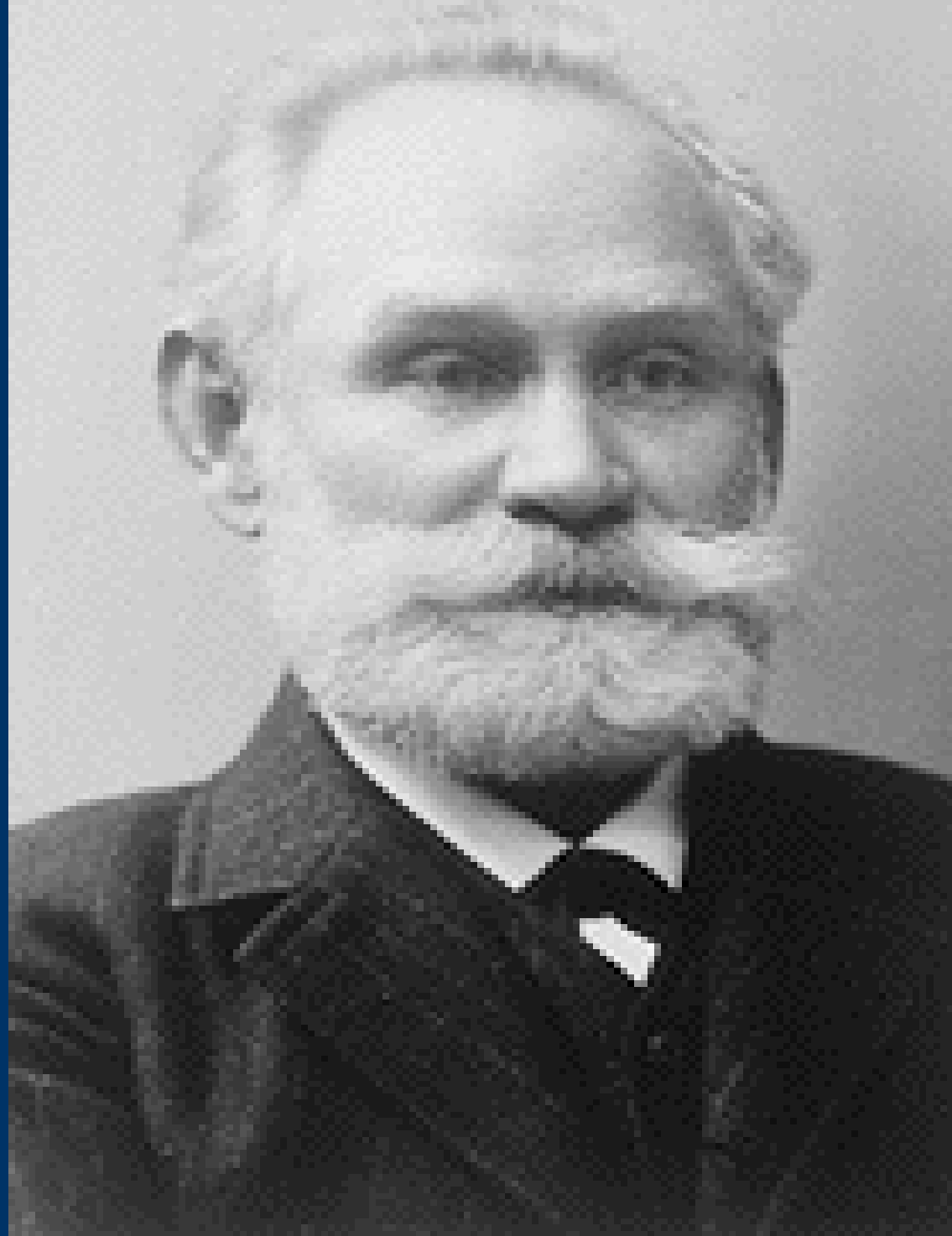


contents

- General information
 - Pavlov's dogs
 - Why were Pavlov's findings given so much acknowledgement?
 - Pavlov in our novel
-
-

general information

- Ivan Petrovich Pavlov (September 14, 1849 – February 27, 1936) was a Russian physiologist, psychologist, and physician
 - won the Nobel Prize in Physiology or Medicine in 1904 for research pertaining to the digestive system
 - By then he had turned to studying the laws on the formation of conditioned reflexes, a topic on which he worked until his death in 1936. His discoveries in this field paved the way for an objective science of behavior
-
-

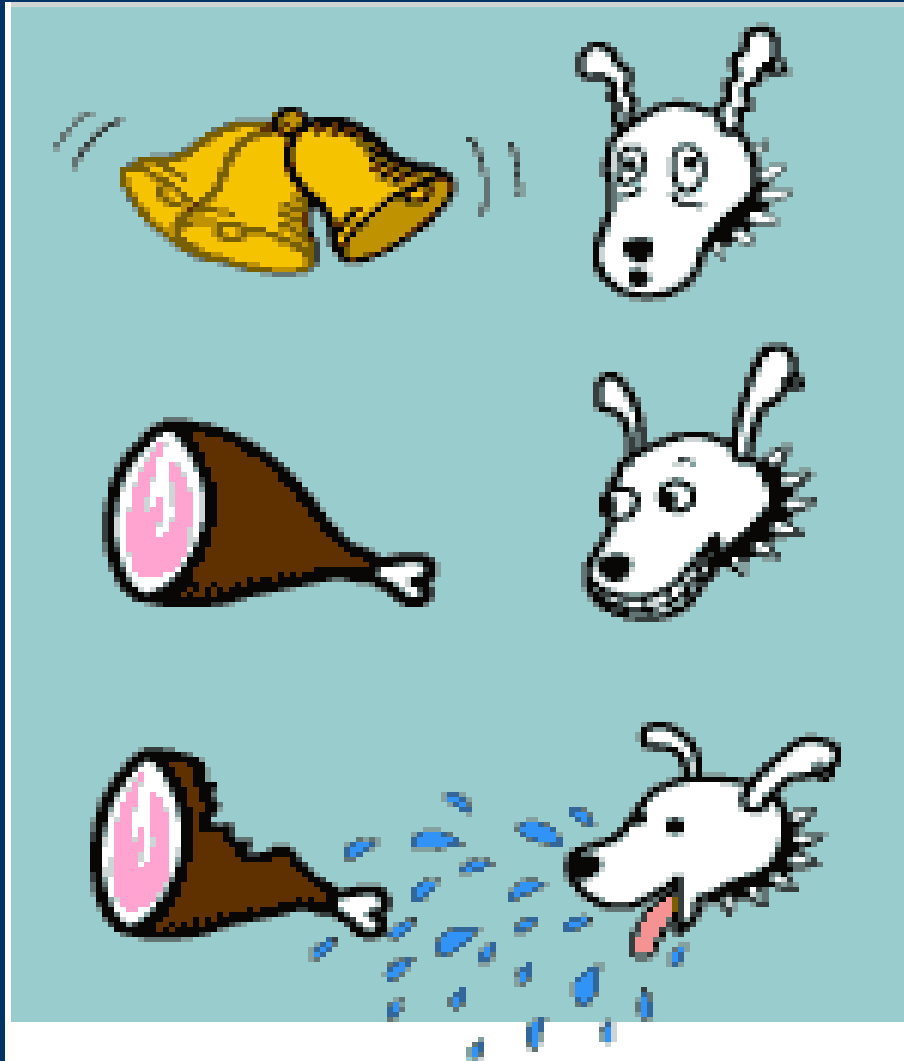


Pavlov's (drooling) Dogs



- Pavlov worked on the digestive system and also studied what signals triggered related phenomena, such as the secretion of saliva

Pavlov's (drooling) Dogs



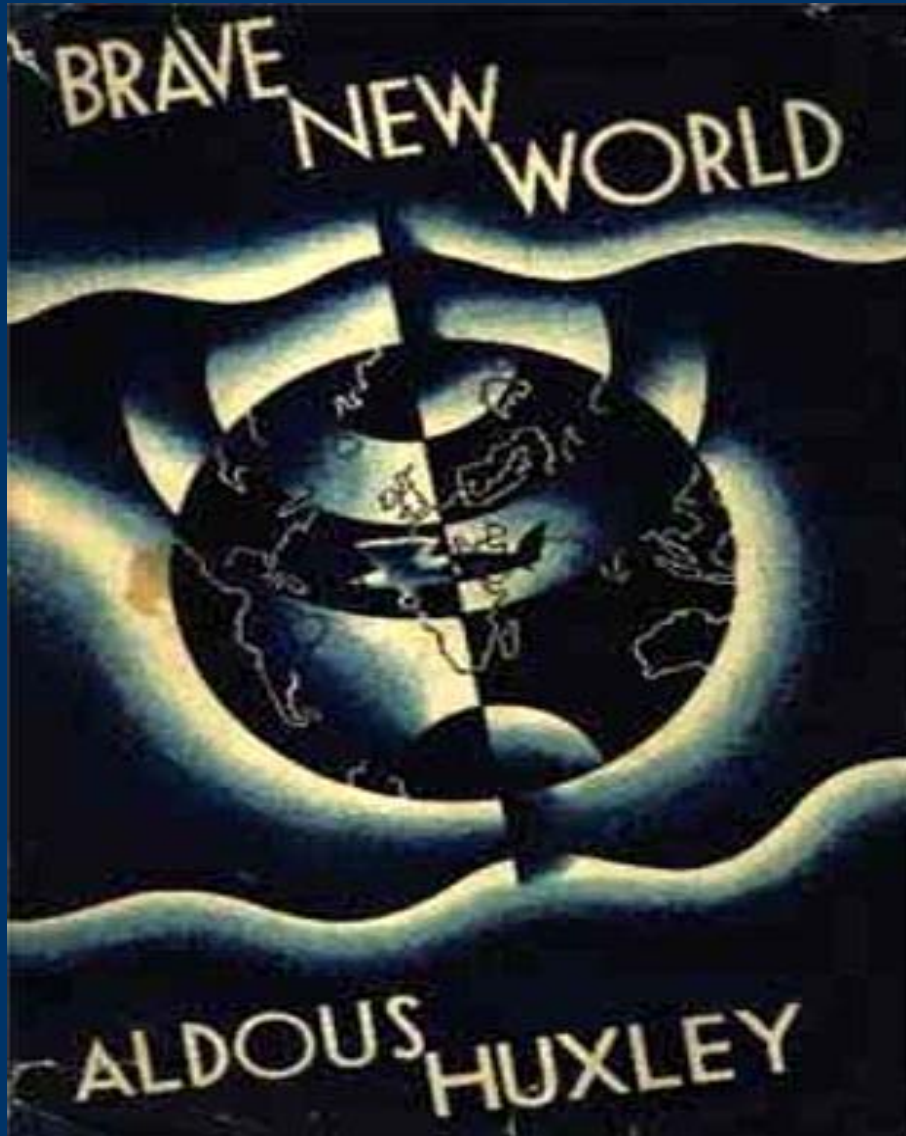
- at the beginning:
 - bell rings before dog gets food
 - dog gets food
 - dog sees food and begins to drool
- later:
 - dog hears bellring (not seeing or smelling food)
 - Dog starts drooling

Why were Pavlov's findings given so much acknowledgement?



- So-called Pavlovian training has been used in many fields, with anti-phobia treatment as but one example. An important principle in conditioned learning is that an established conditioned response (salivating in the case of the dogs) decreases in intensity if the conditioned stimulus (bell) is repeatedly presented without the unconditioned stimulus (food). This process is called extinction.
- In order to treat phobias evoked by certain environmental situations, such as heights or crowds, this phenomenon can be used.
- Conditioning forms the basis of much of learned human behavior. Nowadays, this knowledge has also been exploited by commercial advertising.

Pavlov in our novel



- Pavlovian conditioning is a major theme in Aldous Huxley's dystopian novel, Brave New World
- Pavlov's conditioning techniques are used to train infants
- Infants should be conditioned to hate books and flowers