

1 Classical conditioning is an automatic response to something that was previously neutral.  
2 Classical conditioning works on associations, pairing two items together and forming a connection to  
3 where either item produces the desired response. Operant conditioning is a complex goal oriented  
4 behavior, if a response is rewarded it is repeated, if a response is punished it will stop.

5 In this paper I am testing to see if text messaging behavior has been conditioned by classical or  
6 operant conditioning. My theory is that texting behavior is classically conditioned by the unconditioned  
7 stimulus for the need to communicate with friends and loved ones. My hypothesis is that if you know  
8 who the person is that is texting you may not be as excited about getting that message. To answer this  
9 question I would put separate ring tones for the most talked to people in their contacts list and test the  
10 reaction from each message they receive from the specific tones.

11 An independent variable is what is being controlled or manipulated by your study. In this  
12 experiment my independent variable would be the tones chosen for the people in the persons contact  
13 list. A dependent variable is what is being measured. In this experiment the dependent variable would  
14 be the reaction that the person exhibits with the sound of each tone such as happiness, anger, or  
15 confusion. The operational definition for happiness would be a smile, sadness would be a frown, anger  
16 would be a furrowed brow and confusion would be a blank look of not knowing what is going on.

17 An experimental group is the ones that receive treatment or manipulation. The control group  
18 does not receive treatment or manipulation. The experimental group would have specific tones set to  
19 the most talked to people to monitor their reactions to the tone when they know who it is messaging  
20 them. The control group will just have one tone set for everyone and their reactions will be monitored  
21 when they pick up the phone and see who it is. Confounds are extra variables that could affect the  
22 relationship that you're not controlling for. Confounds for this experiment could be the dislike of the  
23 chosen tone, could be annoying, loud or remind you of something that you don't like.

1           In the article that I chose to read “Emotional Little Albert” Watson decided to do an experiment  
2   on a baby to see if the baby is afraid of certain stimuli or if it is a conditioned response. He first gave the  
3   baby things to see and touch such as a rat, rabbit, a monkey, a dog, masks with and without hair, and  
4   cotton wool. As he thought baby Albert was not afraid of the objects. He then wanted to see if he could  
5   condition him to be afraid of the rat, so when Albert reached out to touch the rat he would bang a metal  
6   pipe to make a loud noise to startle the child. Watson did this continually numerous times to put fear  
7   into the child when he would reach out and touch the rat. Watson presented the rat to the child  
8   without noise and the child cried and crawled away from the rat. He tried other animals and objects to  
9   see if it was just the rat or if it was a generalized reaction to similar objects. Albert was afraid of all  
10   similar objects such as the rabbit, dog and fur coat and would show the same emotion as he did with the  
11   rat but he was happy to play with the blocks that were not similar to the rat.

12           This experiment is similar to the one that I will be performing because with each tone there is a  
13   physical response to that person on the other end. If there is a tone set to your exhusband/exboyfriend,  
14   unless on great terms, there is a chance that they always have bad or unwanted news so you cringe  
15   when that tone rings. If the tone set for your current love rings you will most likely be happy and  
16   excited that you are receiving a message from them. Like the Albert experiment depending on what was  
17   presented to him he was happy and playful or fearful and crying. If you know who it is that you’re  
18   getting a message from you will have a response whether good or bad.

19           To change my experiment to a correlation study I could sit in a public area where I can observe  
20   people in their natural environment and see how they react to tones on the phones they are using. If a  
21   certain tone makes them smile, upset, or frustrated. I could not determine who they are speaking to  
22   but it would show me how they react to messages from different people.



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