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EXPERIMENTS

THAT CHANGED





PSYCHOLOGY





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Pavlov's Classical Conditioning Experiment

Ivan Pavlov discovered classical conditioning while studying digestion in dogs. After repeatedly pairing a bell with food, the dogs began salivating to the bell alone. This experiment showed that learning can occur through association and became foundational to behavioral psychology.



Little Albert Experiment



John Watson and Rosalie Rayner conditioned a young child, "Little Albert," to fear a white rat by pairing it with a loud frightening noise. The experiment demonstrated that emotional responses like fear can be learned through classical conditioning.

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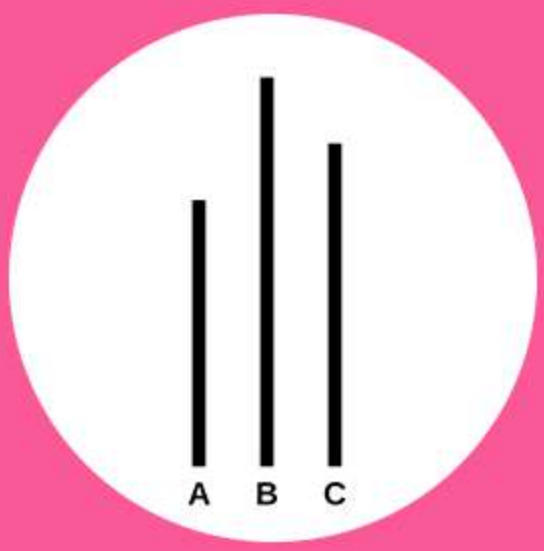
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Skinner Box Experiment

B.F. Skinner used an operant conditioning chamber, known as the Skinner Box, to study how reinforcement and punishment shape behaviour. Animals learned to press levers for rewards or avoid punishment, demonstrating how consequences influence learning and behavioural repetition.



Asch Conformity Experiment



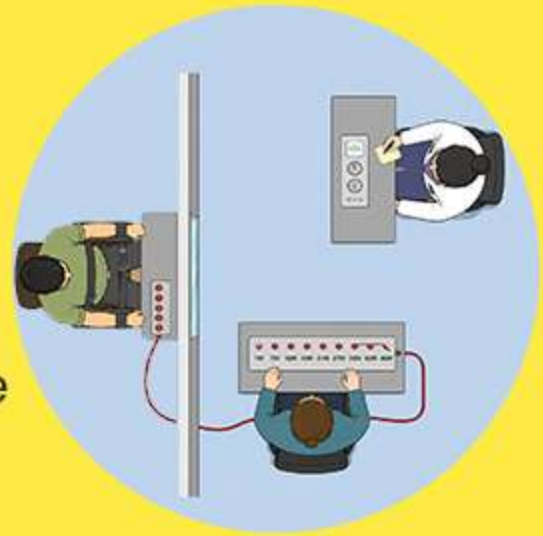
Solomon Asch studied conformity by asking participants to match line lengths in groups where others intentionally gave incorrect answers. Many participants conformed despite knowing the answer was wrong, showing the strong influence of group pressure on individual judgment.

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Milgram Obedience Experiment

Stanley Milgram examined obedience to authority by instructing participants to deliver supposed electric shocks to another person. Many continued to obey authority despite visible distress, revealing how ordinary individuals may comply with harmful instructions under pressure from authority.



Stanford Prison Experiment



Philip Zimbardo randomly assigned participants as prisoners or guards in a simulated prison environment. The study showed how social roles, power, and situational factors can strongly influence behaviour, though the experiment later faced major ethical and methodological criticism.

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Bandura's Bobo Doll Experiment

Albert Bandura demonstrated observational learning by showing children aggressive adult models interacting with a Bobo doll. Children later imitated the aggressive behaviour, supporting Social Learning Theory and showing that behaviour can be learned through obser-vation and imitation.



Harlow's Monkey Experiment



Harry Harlow studied attachment using infant rhesus monkeys given a choice between a wire mother providing food and a soft cloth mother offering comfort. The monkeys preferred comfort, highlighting the importance of emo-tional attachment beyond basic biological needs.

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Loftus & Palmer Memory Experiment

Elizabeth Loftus and John Palmer showed how wording can influence memory. Participants who heard stronger verbs like “smashed” while describing car accidents later recalled events differently, demonstrating that memory is reconstructive and easily influenced by sugg-estion.



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