
Contents

1	Introduction to learning theory	I
2	Common factors in learning theories	22
3	Pavlovian conditioning: reflexes, expectancies and involuntary emotional associations	31
4	Goals, rewards and reinforcements	45
5	Punishment, avoidance, conflict and anxiety	63
6	Pavlov's applications of his conditioned reflex theory	73
7	Watson's applications of behaviourism to advertising and to children	80
8	Applications of stimulus-response theories from Thorndike to Wolpe	93
9	H.J. Eysenck and behaviour therapy at the Maudsley Hospital	110
10	B.F. Skinner on language and life	123
11	Plain behaviour modification: rewards and withdrawal of rewards	137

12	Behaviour therapy and cognitive behaviour modification	145
	Suggestions for further reading	162
	References and name index	164
	Subject index	177