

John B. Watson: Early Classical Conditioning with Humans

John B. Watson further extended Pavlov's work and applied it to human beings. In 1921, Watson studied Albert, an 11 month old infant child. The goal of the study was to condition Albert to become afraid of a white rat by pairing the white rat with a very loud, jarring noise (UCS). At first, Albert showed no sign of fear when he was presented with rats, but once the rat was repeatedly paired with the loud noise (UCS), Albert developed a fear of rats. It could be said that the loud noise (UCS) induced fear (UCR). The implications of Watson's experiment suggested that classical conditioning could cause some phobias in humans.

For more information, see:

- Pavlov, I. P. (1927). *Conditioned Reflexes: An Investigation of the Physiological Activity of the Cerebral Cortex*. Translated and Edited by G. V. Anrep. London: Oxford University Press.
- <http://www.learning-theories.com/classical-conditioning-pavlov.html>