

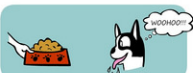
# CLASSICAL (PAVLOVIAN) CONDITIONING

**BEFORE**



CS = Conditional Stimulus  
Neutral signal  
No emotional meaning

NO  
RESPONSE



US = Unconditioned Stimulus  
Trigger for hardwired emotions  
related to survival

REFLEX:  
SALIVATION

**DURING**

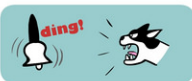


**AFTER**



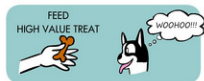
## CLASSICAL COUNTER CONDITIONING

**BEFORE**



TRIGGER

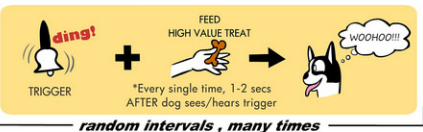
FEAR  
barking, growling



FEED  
HIGH VALUE TREAT

JOY, ANTICIPATION

**DURING**



**AFTER**

