

The Effects of Classical Conditioning with Coffee

WHAT IS CLASSICAL CONDITIONING?
It is the learning process when two stimuli are repeatedly paired which then elicits a response (Domjan, 2018).

- The Unconditioned Stimulus (US) is the stimulus that elicits a response, such as a reflex, without any prior learning (Domjan, 2018).
- The Unconditioned Response (UR) is the response that occurs naturally as a result of exposure to an unconditioned stimulus (Domjan, 2018).
- The Conditioned Stimulus (CS) is the stimulus that initially does not elicit a conditioned response or activate a representation of an US, but comes to do so after pairings with an US (Domjan, 2018).
- The Conditioned Response (CR) is the response that comes to be made to the CS as a result of classical conditioning (Domjan, 2018).

THE AROMA OF COFFEE IS ONE THAT IS FAMILIAR TO MANY.



I look forward to my cup of coffee every morning and feel the need to drink it in order to be more efficient during the day.

In this case, the neutral stimulus is the smell or taste of coffee paired with the US of caffeine creates the UR of increased arousal and alertness. After classical conditioning, the CS is the smell and taste of coffee which elicits the CR of increased arousal and alertness.

The National Coffee Association (NCA) found that 62% of Americans consume coffee every day.



Fukuda (2019) found the effects of a CR cue on habitual coffee drinkers. The results found that the smell and sight of coffee induced a CR in individuals and a reduced reaction time when presented with coffee.

Fukuda and Aoyama (2017) also found that the effects of decaffeinated coffee induced a conditioned response due to the sight, taste, and smell of it in habitual coffee drinkers.

