

ASSOCIATIVE LEARNING

Associative learning defines a learning situation when two stimuli become linked. The elements of one stimulus then become associated with the second stimulus.

DEFINITION

Associative learning occurs when two stimuli are paired so that a second stimulus is associated with the same events and situations as the first stimulus. Here is a simple scholarly definition:

"[Associative learning] refers to situations in which the combination of stimuli leads to changes in behavior"
(Houwer & Hughes, 2020, p. 61)

EXAMPLES

Celebrity Endorsements

Brands pay celebrities to be in their advertisements so fans associate the brand with the beloved celebrity. The love for celebrity rubs-off as love for the product.

- **Stimulus:** Beloved celebrity
- **Associated stimulus:** Car
- **Result:** Beloved car

Associative Learning A Cognitive Analysis

Julia Schneider



Associative Learning A Cognitive Analysis:

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