**Chapter 2: The Procedure and Phenomenon We Call Pavlovian Conditioning**

**Web Exercise**

How applicable is Pavlovian conditioning?

Pavlovian conditioning procedures are used frequently in our everyday lives. A previously unlearned stimulus can now serve as a conditioned stimulus to bring about the same reflexive response.

1. Go to <http://ezinearticles.com/?Top-10-Solid-Examples-of-Pavlov-Classical-Conditioning-in-Action&id=2883783> and read over the list of 10 common everyday examples of Pavlovian conditioning.
2. Are you familiar with any of these?
3. Can you name other examples of Pavlovian conditioning that you may use in your everyday life?