Classical and operant conditioning examples:

1. Every time someone flushes a toilet in the apartment building, the shower becomes very hot and causes the person to jump back. Over time, the person begins to jump back automatically after hearing the flush, before the water temperature changes.
2. Your father gives you a credit card at the end of your first year in college because you did so well. As a result, your grades continue to get better in your second year.
3. An individual receives frequent injections of drugs, which are administered in a small examination room at a clinic. The drug itself causes increased heart rate but after several trips to the clinic, simply being in a small room causes an increased heart rate.