

CHAPTER 7

ANIMAL BEHAVIOUR

Human Behaviour:

Humans show same types of behaviour as other animals. But human behaviour is often more complex because we are more intelligent and aware of ourselves.

Instinct:

Humans have instincts, but it is possible for us to overcome natural urges to follow certain behaviour.

Imitation:

People often imitate each other. This can help them learn something new and useful, such as new skill in lessons, sport or at work.

It can also lead them to show less useful or harmful behaviour.

For example, young people may start smoking, drinking alcohol or taking drugs as a result of copying each other to 'fit in'. But it is very dangerous to our health.

Conditioning

Conditioning can be used to change the behaviour of people.

By associating the product with attractive images the advertisers are trying to set up a conditioned response to their product. People will respond positively and buy the product.