Psy 2012 TERMS & CONCEPTS (Chapters 6, 7, and 8)

Learning; association

Classical Conditioning- Ivan Pavlov

UCS, UCR, CS, CR

Generalization, discrimination, extinction, spontaneous recovery

Conditioned Emotional Response

Phobias; advertising- John Watson; aversive conditioning

Operant Conditioning-BF Skinner

Shaping; generalization, discrimination, extinction, spontaneous recovery

Reinforcement, positive and negative

Continuous vs partial reinforcement; Partial Reinforcement Effect

Fixed ratio, variable ratio, fixed interval, variable interval

Punishment, positive and negative

Learned Helplessness- Seligman

Latent Learning- Tolman

Law of Effect- EL Thorndike

Memory; model of memory

Encoding, storage, retrieval

Chunking; elaboration; visual imagery; serial position effect: primacy and recency

Levels of processing

The Magic Number

Forgetting, speed of, theories of: interference, decay,

Proactive interference, retroactive interference

Eyewitness testimony

Constructive nature of memory

Problem solving, cognitive appraisal

The Cognitive Revolution in Psychology

Thinking: Convergent; Divergent

Unusual Uses test of creative thinking

Brainstorming

Functional Fixedness; mental set

Intelligence

Stanford-Binet Intelligence Scale; Wechsler Tests of Intelligence

Giftedness

Theory of Multiple Intelligences- Gardner

Criticisms of intelligence tests

Culture-free intelligence tests

Validity; reliability

Nature vs Nurture argument

Heritability of intelligence

Intellectual disability

Language acquisition- Chomsky

Language and memory

Dual Code Hypothesis- Pavio