Study Guide: Concepts to know well for Exam 2

You are responsible for all lectures, all of Chapters 6, 7, and 15 as well as pages 296 - 299 from Chapter 8 in the book.

Classical conditioning (UCS, UCR, CS, CR)
Types of classical conditioning (simultaneous, trace, temporal, backward, delayed)
Extinction
Generalization
Discrimination
Drug tolerance and learned tolerance (presented in lecture)
Conditioned compensatory responses (presented in lecture)
Biological predispositions to conditioning (taste aversion)
Operant conditioning
Shaping
Reinforcers (primary and secondary)
Reinforcement schedules and their effects (fixed interval, variable interval, fixed ratio, variable ratio, continuous)
Spontaneous recovery
Reinforcement (positive and negative)
Punishment (aversive & response cost)
Observational learning (i.e., modeling).
Encoding
Automatic processing
Effortful processing
Spacing effect
Serial position effect
Schemas
Things that are encoded (meaning and imagery)
Organization of encoding (chunking and hierarchies)
Retrieval cues (priming, context effects (i.e., déjà vu), state-dependent memory, mood-congruent memory, flashbulb memory)
Sensory memory storage (iconic and echoic)
Short-term memory
Explicit long-term memory (declarative: semantic and episodic)
Implicit long-term memory (procedural: motor & cognitive skills, and dispositions: classical and operant conditioning)
Ebbinghaus’s forgetting curve
Hippocampus and memory (storage of implicit vs. declarative memories)
Biology of memory and long-term potentiation
Misinformation effect
Source amnesia (presented in lecture)
Eyewitness recall (presented in lecture)
Kinds of interference (retroactive and proactive)
Repression (memories of abuse)
Amnesia (anterograde and retrograde - presented in lecture)
Heuristics (representative and availability)
Just world hypothesis
Overconfidence in memory (flashbulb memories, eye-witness memories)
Measuring memory (recall tests, recognition tests, relearning tasks)
Cognitive dissonance theory

(CONTINUED ON THE REVERSE)
Self perception theory
Attribution theory – know this theory well – (dispositional vs. situational attributions)
Fundamental Attribution Error
Foot-in-the door technique and lowballing
Conformity (definition)
Asch’s experiment
Conditions that strengthen conformity
Social norms
Reasons for conforming (normative and informational)
Obedience (when is obedience highest?)
Social facilitation
Social loafing
Group polarization
Groupthink (how to prevent it)
Cognitive roots of prejudice
Television and aggression
Altruism
Bystander effects