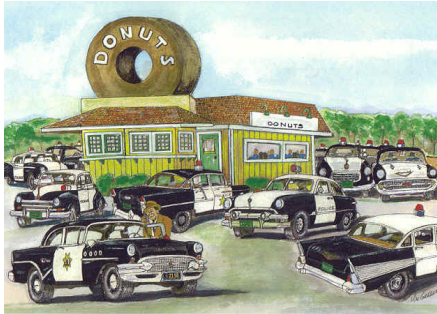


Representative  
heuristics



Judging a  
situation/person based  
on how similar the  
aspects are to  
prototypes the person  
holds

Ex. stereotypes

Availability  
heuristics

Judging a situation based  
on examples of similar  
situations that come to  
mind initially- more  
vivid examples stick  
Variability in personal  
experience



Ex. Sharks or horses  
more dangerous?

| |

|

## Phonemes

Smallest unit of sound



Ex. CH in chat



# Morphemes



Smallest unit that carries meaning

Ex. Syllable, prefix/suffix

# Fluid intelligence



Processing speed

Spatial abilities, rote memory, things that come naturally (don't learn in school)

Decreases with age

## Crystallized intelligence



Acquired knowledge

Reasoning and verbal skills

Learned in school

Cold hard (like crystals) facts

Relatively stable

## Validity

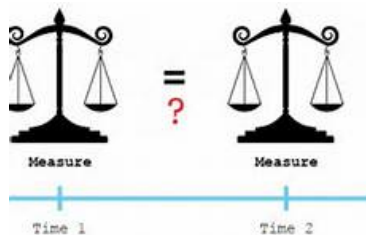


Test measures what it is supposed to

Content (AP psych test measures psych knowledge)

Predictive (high math scores predict good engineer)

## Reliability



Same results over  
time/test

Split half: 2 halves of  
test have same results

Test-retest: same score  
on two different test  
times

## Achievement test

What you know or  
learned



Ex. Course Specific  
tests

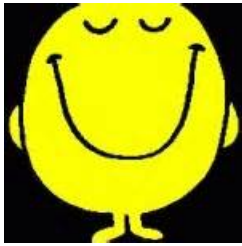
## Aptitude test



Predicts ability to learn  
something new

Ex. ASVAB, SAT

## **Intrinsic motivation**



Inner motivation

For personal  
satisfaction

## **Extrinsic motivation**



Motivation to obtain  
reward (trophy/grade)  
or avoid punishment

## **Theory Y Management**



Democratic

Employers give employees  
responsibility, looks for  
input

Intrinsic motivators

Good for high level jobs

## **Theory X Managers**

Rewards or  
punishment/extrinsic

Controls employees,





enforces rules

Good for lower level  
jobs

## **Internal locus of control**



You have a sense of  
control over the  
environment/fate

Problem focused coping

## External locus of control



Chance/outside factors  
control your  
performance/fate

Emotion focused coping

## Lithium



Mood stabilizer- Treats  
bi-polar

## Librium



Biomedical treatment  
for anxiety

Depressant

## Type A Personality



High stress, rigid,  
perfectionist,  
controlling

At risk for heart  
disease

## **Type B Personality**



Low stress, laid back

Less susceptible for  
stress related illnesses

## **Conditioned Stimulus**

Classical conditioning

(CS) a formerly neutral  
stimulus that, after



association with an  
unconditioned stimulus  
(US), comes to produce a  
conditioned response

Ex. Bell or Can Opener

## **Unconditioned Stimulus**



Classical conditioning

(US or UCS) is any  
stimulus that can evoke  
a response without the  
organism going through  
any previous learning;  
the response to the US  
(the unconditioned  
response) occurs  
naturally

Ex. Food

## Conditioned Response



Classical conditioning

(CR) is the learned response (reflexive behavior) to a conditioned stimulus (CS).

Almost identical to the (UR) but occurred after training.

Ex. Salivating at bell

## Unconditioned Response

Classical Conditioning

(UR or UCR) are responses that are completely natural and occur without an organism going through any prior learning



Ex. Salivating at food

## Dopamine



Voluntary movement,  
learning, attention,  
emotion, reward centers

### MALFUNCTION

Too little: shakiness  
throughout the body,  
tremors, and decreased  
mobility-Parkinson's

Too much-hallucinations-  
Schizophrenia

## Serotonin

Mood, hunger, sleep,  
dreaming, arousal, pain,  
aggression, sexual behavior,

emotion

-Too little: depression

**Treatments:**

Exercise/healthy lifestyle  
SSRI's- Selective Serotonin  
Reuptake Inhibitors – keep  
Serotonin in Synapse  
Paxil, Prozac, Zoloft



## Acetylcholine

6.

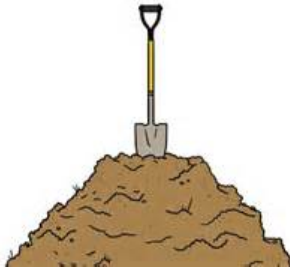
Enables muscle action  
(movement) and is used by  
different neurons, Learning  
and memory, Found in the  
connection between motor  
neurons and muscle fibers



**MALFUNCTION:**  
Alzheimer's--producing  
neurons deteriorate



## Repression



7.

Pushing painful memories and unacceptable thoughts and motives out of consciousness and into the unconscious

Controversial: disturbing memories/thoughts intruding

## Regression



Going back to an earlier and less mature pattern of behavior

Ex. Temper tantrum, bedwetting

## Sublimation



Redirecting a forbidden  
desire into a socially  
acceptable desire

Ex.

Aggression → Sports  
Dark thoughts →  
art/literature

## Reaction Formation



Replacing an  
unacceptable feeling or  
urge with an opposite  
one

Ex. Being mean to a

crush;  
Speaking highly of  
someone you hate

## Linear Perspective



Monocular cues;  
parallel lines appear to  
converge in the  
distance; the more  
lines that converge, the  
greater the distance  
perceived

Major INHIBITORY

# GABA



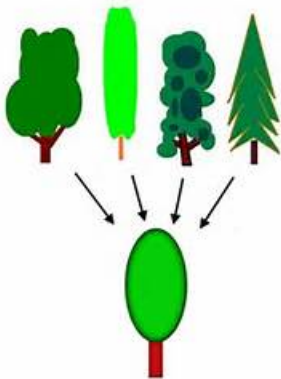
neurotransmitter

-inhibitory--slows down system, linked to insomnia, seizures, anxiety

Malfunction

-Too little: seizures, tremors, anxiety

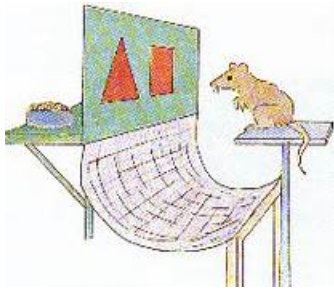
## Generalization



When an organism responds to a stimulus that is similar to the conditioned stimulus.

Ex. Train to respond to a whistle, but respond to various pitches

## Discrimination



When an organism responds to the conditioned stimulus but not to any stimulus which is similar to the conditioned stimulus.

Ex. Respond differently to class bell and fire alarm

## Variable Ratio Schedule

Variable = Random  
Ratio= Number



Ex. Slot machines at a gambling casino

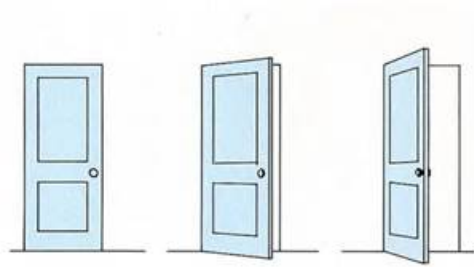
## Fixed Interval Schedule



Fixed=Specific  
Interval =Amount of  
Time

Ex. You get a paid vacation after working at a company for 6 months.

## Constancy



Perceptual phenomenon  
in which attributes of an  
object appear to remain  
the same in a variety of  
different presentations

Ex.

Size- pic “holding” the moon,  
Shape- Open vs closed Door,  
Color- “Green” grass at night

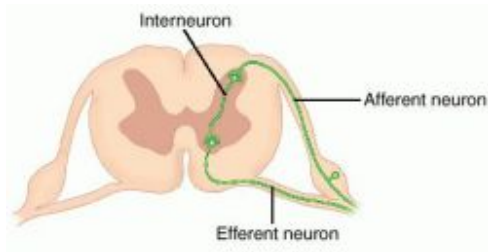
## Glutamate



Major EXCITATORY  
Neurotransmitter;  
Memory

Too much  
overstimulates brain  
producing  
migraines/seizures

## Interneuron



A nerve cell found entirely within the central nervous system (spinal cord) that acts as a link between sensory neurons and motor neurons  
-Reflexes

## Social Loafing

The tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable.

Ex. Group Projects





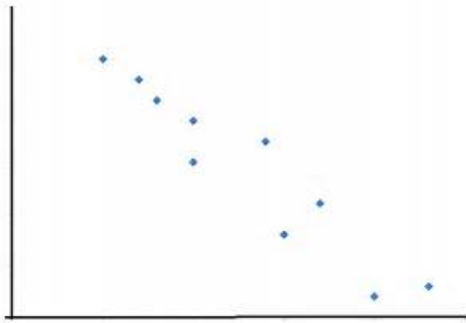
## Social Facilitation



Perform better on simple or well-learned tasks in the presence of others.

## Correlation

The measure of the a relationship between two variables or sets of data  
**DOES NOT = Causation**



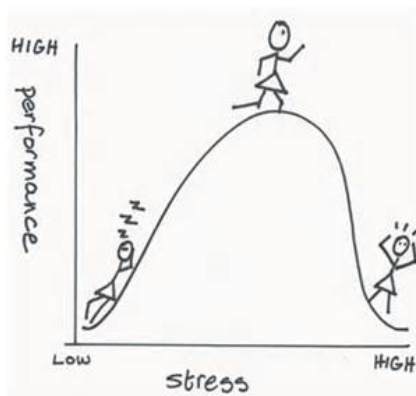
Scatterplot:

Positive- increase together  
(1)

Negative- one increase, one  
decrease (-1)

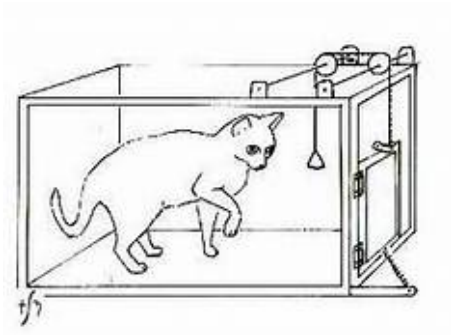
No correlation (0)

## Yerkes-Dodson Law of Arousal



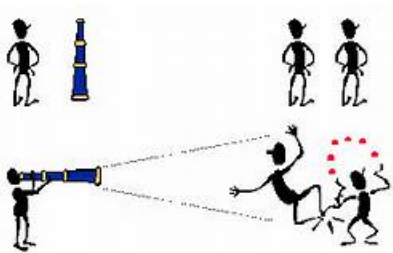
Idea that people  
perform best at  
intermediate levels of  
arousal  
(excitement/nervous),  
and that performance  
is lower at high or low  
levels of arousal.

## Thorndike's Law of Effect



Any behavior that results in satisfying consequences tends to be repeated and that any behavior that results in unsatisfying consequences tends not to be repeated

## Hawthorne Effect



Subjects in behavioral studies change their performance in response to being observed

## Endocrine System



Utilizes glands located throughout the body, which secrete hormones that regulate a variety of actions such as metabolism, digestion, blood pressure and growth

Pituitary=master gland, controlled by hypothalamus

## Authoritarian Parenting

Parents set rigid rules, enforce strict punishments, and rarely listen to their child's point of view



Effects:

- More anxious, unhappy
- Boys likely to react with anger/aggression
- Girls likely to withdraw from conflict

Adolescence

- Some social maladjustment
- High achievement

## Authoritative Parenting



Reasonable demands on children/ set clear rules/limits for family behavior

- Express warmth and affection
- Listen to children
- Encourage participation in family decision making

Effects:

- Rated as lively, happy
- Self-confident
- Less gender-typed
- High self-esteem, social maturity
- High academic achievement

## **Conduction Deafness**



Hearing loss due to sound waves not reaching the sensing mechanism within the ear.

Results from damage to the ear canal and/or tiny ear bones (hammer, anvil, and stirrup)

## **Electroencephalography EEG**



Recording of the electrical waves of activity that occur in the brain, and across its surface.

Electrodes placed on scalp and connect to recording device

Sleep Studies, Seizures

## **Hallucination**



Visual, verbal or physical illusion that a person sees, hears or feels and mistakes for reality.

These occur while under the influence of a substance; illegal drugs or combinations of drugs, or as a result of some mental illnesses

## **Delusion**

Belief or impression maintained despite being contradicted by reality or rational argument



## Obsession



Involuntary, seemingly uncontrollable **thoughts, images, or impulses** that occur over and over again in your mind.

Often disturbing and distracting.

## Compulsion

**Behaviors or rituals** one feels driven to act





out again and again.

Performed in an attempt to make obsessions go away

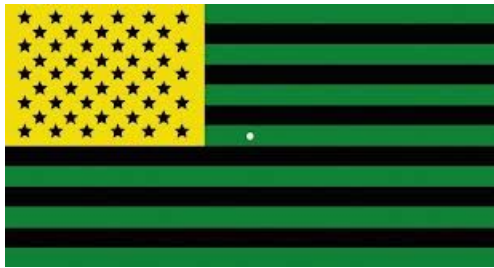
## Projection



Transferring unacceptable feelings or impulses to another.

Ex. a partner who is cheating on her significant other accuses the partner of cheating

## **Opponent Process Theory**



Reactions to a stimulus are followed by opposite reactions

Emotions: Fear/Relief

Color: Red/Green or Yellow/Blue afterimage

Drugs: High/Withdrawal

## **Primary Reinforcer**

Biological

Food, drink, and pleasure



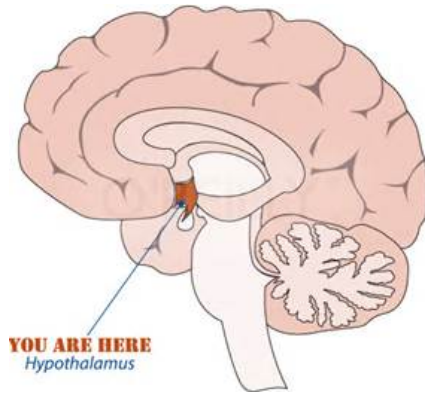
## Secondary Reinforcer



Most human reinforcers are secondary, or conditioned.

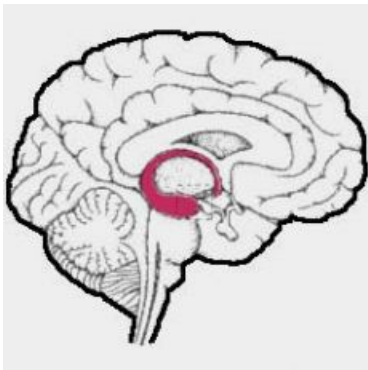
Ex. include money, grades in schools, and tokens

## Hypothalamus



Neural structure lying below (hypo) the thalamus; directs several maintenance activities (eating, drinking, body temperature)- seeks homeostasis; helps govern endocrine system via pituitary gland, and is linked to emotion and reward.

## Hippocampus



Limbic system structure responsible for memory consolidations (formation of new memories)

Hippos on Campus?  
You would remember it...

## Transference



Unconscious tendency of a patient to assign to others in the present environment feelings and attitudes associated with significant persons in one's earlier life; Especially, to the therapist

May be affectionate (positive), hostile (negative), or ambivalent

## Big 5 Personality Traits



## Dimensions of Personality- Allport

Openness to experience

Conscientiousness

Extroversion

Agreeableness

Neuroticism

Also- CANOE

## Stimulants



Increase the activity of either the sympathetic nervous system, the central nervous system (CNS) or both- “Uppers”

Ex. Caffeine, amphetamines/meth, Cocaine, MDMA (ecstasy), Adderall

## Depressants

Drugs that inhibit the function of the central nervous system (CNS)- “downers”



Ex. Alcohol, Barbiturates  
(sedatives),  
Benzodiazepines  
(insomnia/anxiety)

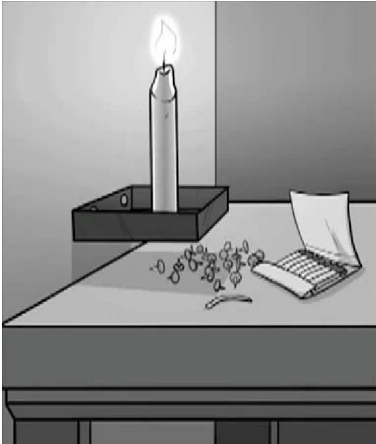
## Hallucinogens



Drugs that cause  
profound distortions in  
a person's perceptions  
of reality-  
hallucinations

Ex. LSD, Peyote,  
Mushrooms, PCP,  
Marijuana

## Functional Fixedness



Cognitive bias that limits a person to using an object only in the way it is traditionally used

## Latent Learning



Knowledge that only becomes clear when a person has an incentive to display it

Ex. Student may not participate in class, but does well on test.



