

CHAPTER 7

learning - definition
 stimulus / response
 habituation
 Pavlov/CLASSICAL CONDITIONING
 US, CS, UR, CR
 Watson/Little Albert
 acquisition
 classical extinction
 spontaneous recovery
 generalization
 discrimination
 conditioned emotional response
 operant conditioning
 biological preparedness
 Robert Rescorla
 Leon Kamin - blocking
 John Garcia - taste aversion
 OPERANT CONDITIONING
 E. L. Thorndike/law of effect
 B. F. Skinner
 reinforcement/punishment
 shaping
 operant extinction
 kinds of reinforcers
 Premack principle
 superstition
 generalization/discrimination
 discriminative stimulus
 schedules of reinforcement
 FR, VR, FI, VI
 punishment/problems with
 cognitive learning
 vicarious conditioning
 cognitive maps/latent learning
 modeling and imitation
 Albert Bandura
 modeling aggression

CHAPTER 8

Encoding/storage/retrieval
 recall/recognition/relearning
 sensory memory (iconic/echoic)
 Short Term Memory
 maintenance rehearsal
 chunking
 working memory
 Long Term Memory
 Hermann Ebbinghaus
 implicit/explicit memory
 semantic/episodic memory
 eidetic imagery / TOT state
 flashbulb memories
 state-dependent learning
 memory and emotion

THEORIES of FORGETTING

decay
 displacement
 proactive interference
 retroactive interference
 cue-dependent forgetting
 encoding failure
 repression
 retrograde amnesia
 anterograde amnesia
 Karl Lashley/engrams
 neural nets
 long-term potentiation
 mnemonics
 brain centers in memory
 infantile amnesia
 Loftus/eyewitness testimony
 hypnosis and memory
 the "false memory" controversy

CHAPTER 9

grammar/semantics/syntax
 semanticity/generativity
 displacement/ambiguity
 phonemes/morphemes
 crying/cooing/babbling
 holophrases/telegraphic speech
 LANGUAGE DEVELOPMENT THEORIES
 Whorf/linguistic relativity
 animal language studies
 INTELLIGENCE
 Spearman's *g* factor
 Cattell - fluid/crystallized
 Gardner/multiple intelligences
 Binet's test - IQ formula
 Louis Terman/Stanford-Binet
 David Wechsler's tests
 Terman's termites
 causes of retardation
 heritability of IQ
 PROBLEM SOLVING
 algorithms/heuristics
 mental set
 functional fixedness
 intuition
 representativeness heuristic
 availability heuristic
 overconfidence
 framing errors
 CREATIVITY
 convergent/divergent thinking
 Torrance tests