EXAM 4 – STUDY GUIDE

The exam will be 50 multiple-choice questions. Most of the questions will be based on material covered in lecture. It is also important that you read the chapters in the textbook – there will be question that will come directly from the textbook (material not covered in lecture). If want you to be able to understand and apply the material ... not just spit back the facts.

Chapter 8 Learning
1. What is learning?
2. What is conditioning?
3. What is Classical Conditioning?
    a. Who is most associated with Classical Conditioning?
    b. What is an Unconditioned Stimulus (UCS)? Example?
    c. What is an Unconditioned Response (USR) ? Example?
    d. What is a Neutral Stimulus (NS)? Example?
    e. How does a Neutral Stimulus change after conditioning occurs?
    f. What is Conditioned Stimulus (CS)? How is it different than a UCS?
    g. What is a Conditioned Response (CR)? How is it difference than a UCR?
    h. How can humans be conditioned?
    i. Who was Baby Albert? Explain the experiment.
    j. Who performed the Baby Albert experiments? Was this an ethical experiment? Why or why not?
    k. What is Extinction?
    l. What is Stimulus Generalization?
    m. What is Stimulus Discrimination? Example?
4. What is Instrumental Conditioning?
    a. Who is most associated with this?
    b. What experiments did he use to test this?
5. What is Operant Conditioning? How does it differ from Classical Conditioning?
    a. Who is most associated with this?
    b. What is reinforcement?
        i. What is positive reinforcement? Example?
        ii. What is Negative reinforcement? Example?
        iii. What are primary reinforcers? Example?
        iv. What are Secondary reinforcers? Example?
        v. How are superstitions developed?
        vi. What are the four schedules of reinforcement?
            1. How is each schedule different in terms of behavior?
    c. What is Punishment?
        i. Can Punishment create a new behavior? Why or why not?
        ii. What are Primary and Secondary punishers?
        iii. What are the limitations of punishment?
        iv. What is learned helplessness?

Chapter 9-Memory

1. What is memory?
2. What is encoding?
   a. What is attention?
      i. What is the problem with divided attention?
3. What is storage?
   a. What is sensory memory? Be able to explain in terms of duration and capacity.
      i. What is iconic memory?
      ii. What is echoic memory?
   b. What is short-term memory? Be able to explain in terms of duration and capacity.
      i. What is chunking? Why does it help STM?
      ii. What is rehearsal? Why does it help STM?
   c. What is long-term memory? Be able to explain in terms of duration and capacity.
   d. Make sure you know the differences between STM and LTM.

4. What is retrieval?
   a. What is free recall?
   b. What is cued-recall?
   c. What is recognition?
   d. What are flashbulb memories?
   e. What are state-dependent memories?
   f. How can we improve our memories?
   g. What are mnemonics? Be able to describe the different types and identify from an example.
   h. How should you study for a test?