

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

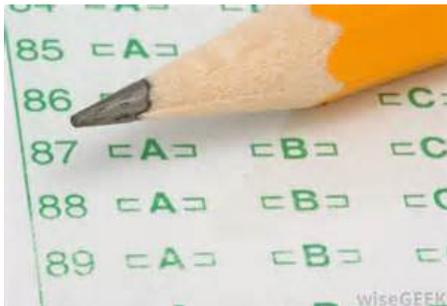
Reasoning and verbal skills

Learned in school

Cold hard (like crystals) facts

Relatively stable

Validity

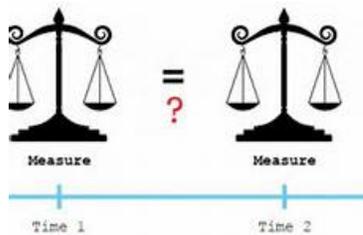


Test measures what it is supposed to

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

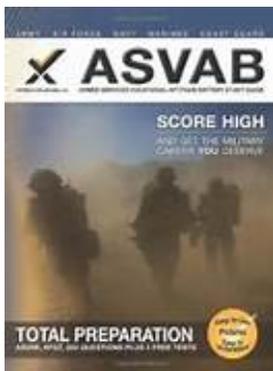
Achievement test

What you know or
learned



Ex. Course Specific tests

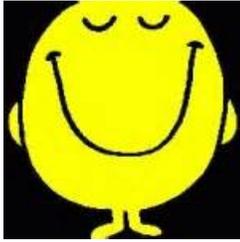
Aptitude test



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

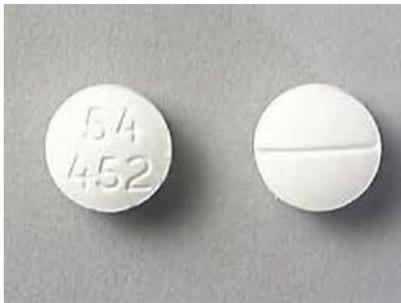
External locus of control



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

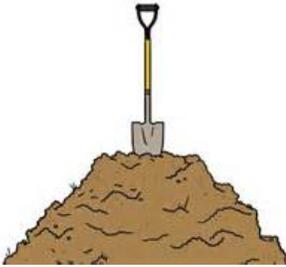
6.



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

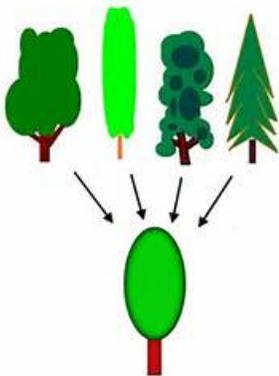


-inhibitory--slows down system, linked to insomnia, seizures, anxiety

Malfunction

-Too little: seizures, tremors, anxiety

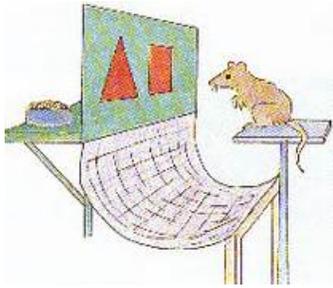
Generalization



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

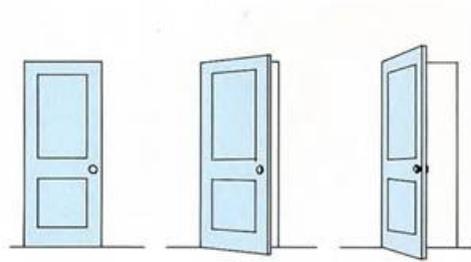
Fixed Interval Schedule



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

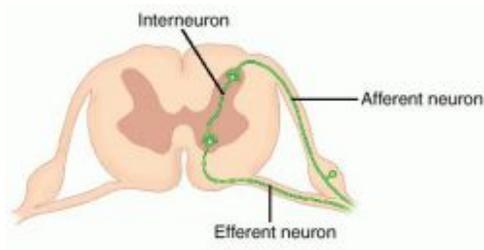
Glutamate



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



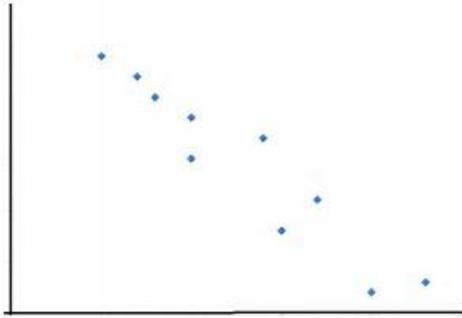
Social Facilitation



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



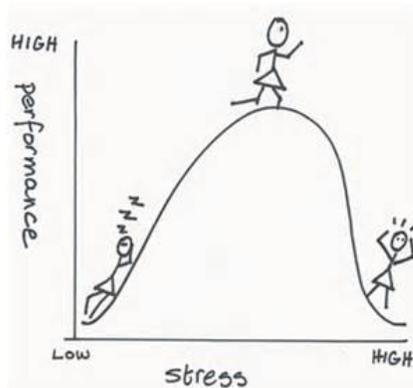
Scatterplot:

Positive- increase together
(1)

Negative- one increase, one
decrease (-1)

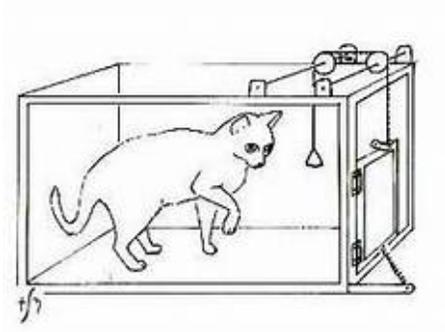
No correlation (0)

Yerkes-Dodson Law of Arousal



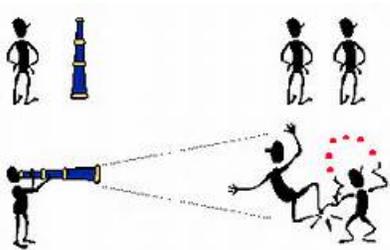
Idea that people
perform best at
intermediate levels of
arousal
(excitement/nervous),
and that performance
is lower at high or low
levels of arousal.

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

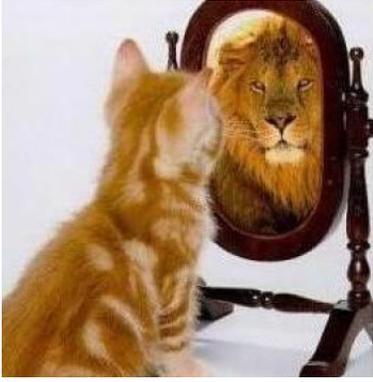


Visual, verbal or physical illusion that a person sees, hears or feels and mistakes for reality.

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

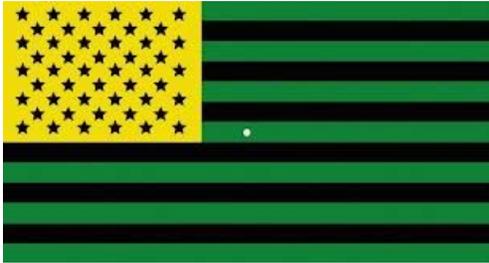
Projection



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

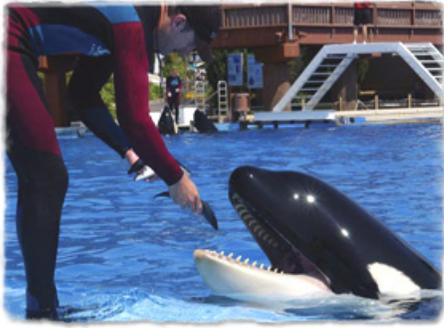
Color: Red/Green or Yellow/Blue afterimage

Drugs: High/Withdrawal

Primary Reinforcer

Biological

Food, drink, and pleasure



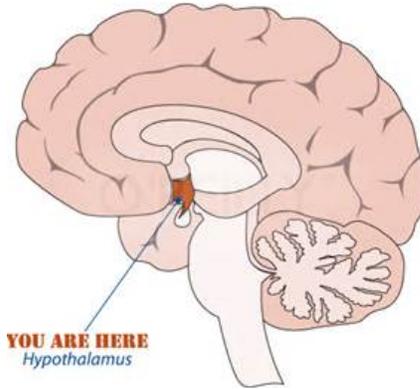
Secondary Reinforcer



Most human reinforcers are secondary, or conditioned.

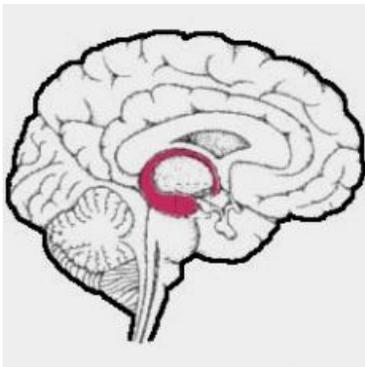
Ex. include money, grades in schools, and tokens

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)

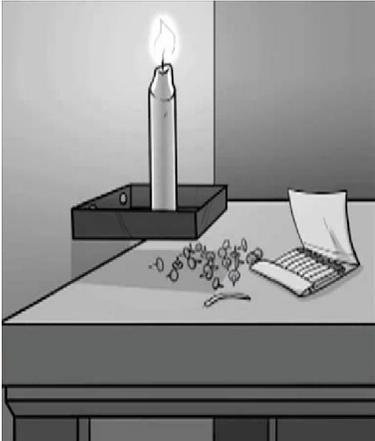
Hallucinogens



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.

