color key:

RED - unit one
ORANGE - unit two
YELLOW - unit three
GREEN - unit four
BLUE - unit five
DARK BLUE - unit six
PURPLE - unit seven
LIGHT PINK - unit eight
DARK PINK - unit nine
people are bolded

Unit 1: History of Psychology

- ➔ What is the cognitive perspective? How thought patterns affect our actions.
- ➔ What is the biological perspective? How genetics in our brain and body affect how we think and act.
- ➔ What is the behavioral perspective? The mind cannot be observed. How we interact and react with the environment.
- ➔ What is the humanistic perspective? Self acceptance and capability. How personal goals affect behavior. We want to reach our full potential.
- ➔ What is the psychoanalytic perspective? How behavior and personality affect our actions. Emphasis on conscious mind, unconscious mind and experiences as a child.
- ➔ What is the evolutionary perspective? How adapting to our environment over time for survival affects our behavior.
- ➔ What is Gestalt psychology? Study of a bigger picture rather than individual parts
- ➔ What is empiricism? Learning comes from experiences, observations and time.
- ➔ What is natural selection? Species evolve into what they are right now. They do this to adapt to their environments so they can survive and reproduce.
- ➔ What is Id, ego and superego? Id is the part of the brain led by sex and aggression, superego is the moral conscience while the ego mediates between the two.
- ➔ What is self-actualization? Accepting yourself, acknowledging your strengths and weaknesses
- ➔ What is unconditional positive regard? Accepting someone no matter what they do

- What is active listening? The act of actively listening to verbal and nonverbal messages to return feedback
- What is nature-nurture? Debate between how a person's personality/characteristics are formed. Nature is their genetics and biology while nurture is their environment and development.
- What is stability-change? Debate between if personality traits stay with someone for life or if they change over time
- What is structuralism? Understanding all small and simple parts of something to understand the greater picture
- What is functionalism? Minds are a functional tool that helps one adapt to environments.
- What is introspection? Looking inward to examine your thoughts and emotions. This can be done through something like journaling, in which you observe your own thoughts through reflection.
- What is hindsight bias? When you think that past events were more predictable than they are. For example, after watching a movie, you believe that you knew the ending was going to happen the whole time.
- Define the following types of research methods
  - Experiment:An independent variable is changed and the dependent variable is affected. Tests relationship between variables
  - Case study: One person is studied in detail throughout a period of time to understand their behavior
  - Survey: Questioning a representative random sample to get opinions
  - Naturalistic observation: Observing something in its natural habitat.
  - Longitudinal study: Researchers study the same group of people many times over a period of time to see if there are changes as time goes on
  - Correlational study: Finds the relationship between two or more variables. The variables are not manipulated.
  - Cross sectional study: see how different groups of people are affected by something at the same time
- What is the difference between correlation and causation? Causation means that one event leads to another. Correlation means that while causation might seem to be happening, it does not mean that one event causes another.
- What is single blind and double blind? Single blind is where the subject does not know if they are the control or experimental group. Double blind is when neither the

subject nor the experimenter know if the subject is in the control or experimental group.

- ➔ What is a placebo? A substance that provides no medical or therapeutic treatment. This is used when doctors try to find the effectiveness of a different medicine. For example, if there are two groups of people receiving treatment for something in particular, one group might receive the actual treatment while the other get the placebo. Doctors can then compare the results between the two groups.
- ➔ What is an experimental and control group? The control group is the group that is not experimented on. They are left as is. The experimental group is the group being experimented on. This is done so that the experimental group can be compared to the control group by the end of the experiment.
- ➔ What is sampling bias? A sampling bias happens when the sample that was collected did not represent the population accurately.
- ➔ What is experimenter bias? When experimenters subconsciously allow their bias to affect the results of their study
- ➔ What is response bias? When participants of an experiment are misleading in their responses. This could happen for multiple reasons, like wanting to give socially acceptable responses.
- ➔ What is random assignment? A way of randomly selecting if the participants will be in the control group or experimental group.
- ➔ What is random sample? A way of randomly selecting from the population to participate in the experiment.
- ➔ What is the correlation coefficient? Ranges from -1 to 1. The +/- shows if the correlation is positive or negative, and the number between 0-1 shows how strong the correlation is. (to find which has the stronger correlation, take the absolute value. for example, between .2 and -.6, -.6 has the stronger correlation because its absolute value is greater.)
- ➔ What is a Type I error? What is a Type II error? A type 1 error is a false positive (when you think you see something significant but it is not there). A type 2 error is a false negative (when you miss something significant that is there)
- ➔ What are ethics in relation to psychology? The moral rules to follow when carrying out an experiment.

Unit 2: Biological Bases of Behavior

- ➔ What is a synapse? The points of contact between neurons. This is where information is passed from one neuron to the next.
- ➔ What is the axon? A long structure that passes messages from the cell to other neurons, muscles, etc.
- ➔ What is a dendrite? Receive input/communication from other cells
- ➔ What is a soma? Contains the nucleus.
- ➔ What is myelin sheath? Layer that covers the axon. They act as insulation but also speed up neural impulses.
- ➔ What is a cell membrane? Surrounds the cell and protects it.
- ➔ What are interneurons? They are the most common type of neuron. They connect sensory neurons to motor neurons. They are found in the brain and spinal cord.
- ➔ What are motor neurons? They allow us to move, speak, swallow, breathe and carry information from CNS to muscles and glands. They are found in the brain and spinal cord.
- ➔ What are sensory neurons? They take in sensory input and the information goes from sensory receptors to the CNS.
- ➔ What are nerves? They carry messages (impulses) from the brain to the rest of the body.
- ➔ What is the somatic nervous system? Controls voluntary movements of skeletal muscles.
- ➔ What is the autonomic nervous system? Controls involuntary movements of glands and other muscles.
- ➔ What is the sympathetic nervous system? Handles fight-or-flight reaction.
- ➔ What is the parasympathetic nervous system? Cools down the body after stress.
- ➔ What is the central nervous system? The brain and the spinal cord. Allows one to process information and send out motor signals.
- ➔ What is the peripheral nervous system? Everything other than the brain and the spinal cord. Allows one to feel pain, and other sensations.
- ➔ What is the fight or flight response? A response to a stressful event. It causes an increase in heart rate, and gets the body ready to fight or depart.
- ➔ What is the endocrine system? Made up of glands, releases hormones. A chemical communication system.
- ➔ What are hormones? Hormones are the body's chemical messengers. They are released by the endocrine glands.
- ➔ What are neurotransmitters? Released from the end of a neuron. Carry chemical messages from one neuron to the next cell.

- ➔ Define the following neurotransmitters and note commonly associated malfunctions that relate to them:
  - ★ What are endorphins? Relieves the body's pain naturally.
  - ★ What is dopamine? Affects movement, learning and emotion. Too little dopamine can cause Parkinson's disease while too much can cause schizophrenia.
  - ★ What is acetylcholine? Affects muscles, learning and memory. Associated with Alzheimer's disease.
  - ★ What is norepinephrine? Controls alertness and arousal. Associated with depression.
  - ★ What is epinephrine? Controls response to stress. Associated with anxiety.
  - ★ What is serotonin? Mood regulation, arousal, hunger regulation, and sleep. Associated with depression.
  - ★ What is GABA? Slows down brain activity, associated with anxiety.
  - ★ What is glutamate? Plays a part in memory, learning and anxiety.
- ➔ What is the thyroid? Produces hormones that are associated with metabolism and brain development.
- ➔ What is the adrenal gland? Produces hormones that help regulate your blood pressure, immune system, and metabolism
- ➔ What is the pituitary gland? Releases hormones that regulate other glands, also called the Master Gland.
- ➔ What is the reticular formation? A nerve network, controls arousal and consciousness
- ➔ Describe the parts of the hindbrain:
  - ★ What is the brain stem? Lower part of brain connected to spinal cord, handles automatic survival functions
  - ★ What is the medulla? Controls involuntary movements like breathing, swallowing, etc.
  - ★ What is the cerebellum? Controls balance and voluntary movements.
  - ★ What are the pons? Sends signals from one part of the brain to other parts of the brain
- ➔ Describe the parts of the forebrain:
  - ★ What is the limbic system? Contains the amygdala, hippocampus, and the hypothalamus. Associated with emotional responses.
  - ★ What is the hypothalamus? Controls body temperature, hunger, and thirst.
  - ★ What is the thalamus? All sensory information (other than smell) is processed in the thalamus before going to the cerebral cortex
  - ★ What is the hippocampus? Processes memories and regulates learning.

- ★ What is the amygdala? Processes fear and anger.
- ★ What is the cerebral cortex? Controls higher brain functions like thinking, reasoning, language, etc
- ★ What is the motor cortex? Motor information, moving the body.
- ★ What is the sensory cortex? Handles all sensory input, from the skin
- ★ What is the Broca's area? Handles speech.
- ★ What is the Wernicke's area? Handles understanding speech.
- ★ What is the frontal lobe? Has functions like problem solving, creating judgements, paying attention, creativity, etc.
- ★ What is the parietal lobe? Sensory information, and manages touch, taste, temperature, etc.
- ★ What is the occipital lobe? Handles visual information, like color.
- ★ What is the temporal lobe? Handles auditory information, like music.
- ★ What is the auditory cortex? Handles any sound information, sound processing
- ★ What is the visual cortex? Handles any visual information, image processing

➔ What does the left hemisphere do? The logical side: handles mathematics, writing, reading comprehension, etc

➔ What does the right hemisphere do? Handles memory, creativity, attention, problem solving, etc

➔ What is corpus callosum? Connects the left and right side of the brain.

➔ What is controlled processing? Processing that requires us to think about what we are doing. Example: learning how to drive a car for the first time

➔ What is automatic processing? Processing that does not require us to think about what we are doing and occurs like a reflex. Example: driving a car (after you've learned how)

➔ What is circadian rhythm? The 24-hour pattern our body follows in accordance to body temperature and sleep-wake cycle.

➔ What is the pineal gland? Production of melatonin (controls sleep cycle)

➔ What are beta, alpha and theta waves? Beta waves are created when we are actively thinking. Alpha waves are created when we are thinking, but more relaxed. Theta waves are created when we are falling asleep.

➔ What is REM? Rapid Eye Movement. Last stage of sleep where breathing and blood pressure speed up.

- ➔ What is manifest content? The storyline of the dream that you remember once you wake up.
- ➔ What is latent content? Underlying message of a dream.
- ➔ What is the activation-synthesis hypothesis of dreaming? Dreams are caused by neural activity and sensory input from when we sleep. For example, if you have a dream about snow, it might be cold in your room.
- ➔ What is the problem-solving theory of dreaming? Dreams discuss problems going on in your life. For example, if you have a psychology test the next day, you might dream about it the night before.
- ➔ What are dyssomnias? Sleep disorders.
- ➔ What is neodissociation theory? Hypnosis divides the brain into two parts: the first obeys the hypnotist while the second observes the hypnotist
- ➔ What is Hilgard's theory of the hidden observer? Someone being hypnotized can observe the hypnotist without consciously feeling their effects

Unit 3: Sensation and Perception

- ➔ What is sensation? Processes by which our sensory receptors receive and represent stimulus energy, using our five senses. This is how we know that something is cold, rectangular, red, etc.
- ➔ What is perception? The way we use our senses to organize and interpret sensory information to make sense of objects and our environment
- ➔ What is the bottom up process? Perceptions come from sensory receptors that take in signals for the brain to process
- ➔ What is the top down process? Perceptions come from our experiences and current knowledge.
- ➔ What is absolute threshold? Minimum stimulation needed to detect a particular stimuli 50% of the time
- ➔ What is difference threshold? Minimum difference between two stimuli required for detection of the difference 50% of the time
- ➔ What is Weber's Law? Two stimuli must differ by a constant minimum percent, not a constant amount to be perceived as different. For example, if you are holding two apples, you won't know which one is heavier unless the difference between the weights is 2%.
- ➔ What is signal detection theory? Predicts how and when we detect faint stimulus amid background stimulation. Depends on the stimulus quality, person who is detecting and on experience, expectations, motivation and level of fatigue.

An example is when we know something is coming at a crowded place. If we know our friend is looking for us, we are more likely to hear them when they call our name.

- ➔ What is sensory adaptation? After a while, our senses adjust to different stimuli. For example, after wearing a bracelet for a period of time, we forget we are wearing it.
- ➔ What is selective attention? The act of allowing us to focus on one thing and ignore the irrelevant things.
- ➔ What is the cocktail party phenomenon? The act of having a conversation with someone without being distracted by the other conversations around.
- ➔ What is subliminal perception? When stimuli is presented very fast and so we process while not consciously aware of the stimuli.
- ➔ What is the tip-of-the tongue phenomenon? When we try to remember something that we know is accessible, but it is not easily recallable because the information is not easily in our conscious awareness.
- ➔ What is transduction? Receptor cells convert input into neural impulses to send to the brain
- ➔ What is accommodation? When eye's lens changes shape or thickness so that we can focus on near or far objects on the retina
- ➔ What is grouping? The act of organizing stimuli into groups
- ➔ What is Serial processing? When the brain processes information one at a time.
- ➔ What is parallel processing? When the brain processes multiple pieces of information at the same time.
- ➔ What is the Young-Helmholtz/trichromatic theory? We see all colors by mixing red, blue and green.
- ➔ What is the opposing-process theory? Each color has an opposite color. If one color in a pair is activated, the other is not.
- ➔ What is color constancy? Our ability to know that colors are the same on an object despite various illuminations on it.
- ➔ What is place theory? different sound waves are detected by different places of the basilar membrane.
- ➔ What is frequency theory? The rate of the nerve impulses traveling up the auditory nerve match the frequency of a tone.
- ➔ What is gate-control theory? A 'gate' in the spinal cord which can allow or not allow pain to be sent to the central nervous system.
- ➔ What is visual capture? Vision dominates other senses
- ➔ What is figure-ground? Ability to separate objects from their surroundings

- What is depth perception? Ability to judge distance and see objects in multiple dimensions
- What is convergence? A binocular cue for depth. Our eyes converge inward when looking at an object.
- What is a visual cliff? A way to test development of depth perception in infants or animals.
- What are binocular cues? Monocular cues? Binocular cues require both eyes to see an image, while monocular cues only require one eye.
- What is apparent motion? When you see movement even when there is not like the Phi Phenomenon.
- What is the phi phenomenon? An illusion of movement created when two or more adjacent lights blink on and off one after another
- What is perceptual constancy? Objects have the same shape, size, weight, volume and brightness even as retinal images change
- What is perceptual adaptation? The ability to adapt to an environment by ignoring unwanted distractions. For example, if you live near a noisy road, you can be able to filter it out to sleep.
- What is habituation? When we become so used to a stimulus, we notice it less over time.
  What is dishabituation? A change in the stimulus or the removal of the stimulus causes us to realize it again.
- What are attentional resource theories? We have a certain amount of attention and we can divide it among the things we need it for.
- What is divided attention? Trying to do more than one thing at a time (multitasking)
- What is inattentional blindness/change blindness? When we don't notice something going on in our environment (a consequence of selective attention)
- What is perceptual set? A tendency to perceive something only in a certain way. For example, if we know we struggle a bit with math, we might walk into math everyday knowing it is going to be hard, which can affect how we learn.
- What is continuity? The act of seeing fluid forms instead of uneven, irregular or jagged forms
- What is closure? The act of seeing closed shapes rather than incomplete ones.
- What is proximity? The act of forming groups between objects closer together
- What is similarity? The act of forming groups of objects that are similar
- What is symmetry? The act of seeing forms that have mirror images.

- ➔ What is constancy? We know that things maintain the same shape, size, weight, volume and brightness even when it does not appear like that anymore. For example, when we are standing on a very high surface and see people, the people look very small from that height. However, we know that people aren't actually that small. The ability to know that is from constancy.
- ➔ What is the Law of Pragnanz? We see the objects in their easiest, most minimalistic forms
- ➔ What is linear perspective? Perception that parallel lines become closer as the distance grows.
- ➔ What is a vanishing point? The point at which the lines touch in linear perspective.
- ➔ What is interposition? A closer object will partially block the view of a farther one if the two objects are in the same line of vision.
- ➔ What is an aerial perspective? Objects far away become more blurry than closer objects.
- ➔ What is texture gradient? Texture begins to fade away and become less clear as the distance increases
- ➔ What is relative size? Objects that are farther from us look smaller than the ones closer to us.
- ➔ What is relative clarity? Objects that are more distant are less clear.
- ➔ What is relative height? Higher objects seem farther away, and vice versa.
- ➔ What is the Muller-Lyer Illusion? A famous optical illusion in which there are two lines of equal length. One has an ending of >< while the other has the ending of <>. Viewers often see the >< and think that line is longer even though they are the same length.

Unit 4: Learning

- ➔ What is learning? A relatively permanent change in behavior that comes from experience
- ➔ What is classical conditioning? When a neutral stimulus is paired with a non neutral stimulus. The neutral stimulus takes on the meaning of the non neutral stimulus.
- ➔ What is associative learning? Behavior is learned through a stimulus followed by a response. For example, if we know that attempting to drink really hot water hurts us, we associate the hot water with pain and therefore we now wait for it to cool
- ➔ What is nonassociative learning? When one is repeatedly exposed to one type of stimulus.

- ➔ What is operant conditioning? Learning is strengthened if followed by reinforcement and weakened if followed by punishment
- ➔ What is an unconditioned stimulus? Stimulus that causes biological response naturally
- ➔ What is an unconditioned response? Biological behavior that occurs in response to USC
- ➔ What is a conditioned stimulus? Does not cause a biological response naturally. Paired with UCS so that response will occur
- ➔ What is a conditioned response? The learned response to a previously neutral stimulus.
- ➔ What is forward conditioning? When the conditioned stimulus is revealed before the unconditioned stimulus.
- ➔ What is delay conditioning? Conditioned stimulus is presented until the unconditioned stimulus begins.
- ➔ What is trace conditioning? When the unconditioned stimulus and the conditioned stimulus are presented with an interval of time between them.
- ➔ What is acquisition? Beginning of classical conditioning. Neutral stimulus paired with unconditioned stimulus
- ➔ What is extinction? Conditioned response goes away or diminishes. Happens when the conditioned stimulus is presented without the unconditioned stimulus many times.
- ➔ What is spontaneous recovery? The reappearance after a pause of a previously extinguished conditioned response.
- ➔ What is generalization? Once a stimulus has been conditioned, similar stimuli can create the similar responses.
- ➔ What is discrimination? Ability to distinguish stimuli even if the stimuli are similar
- ➔ What is the contiguity approach? Classical conditioning works when the CS and US are paired in a timely manner
- ➔ What is the contingency approach? Classical conditioning works because the CS begins to predict the US.
- ➔ What is **Thorndike's** Law of Effect? Behaviors that are followed by favorable effects become more likely and behaviors that are followed by unfavorable effects become less likely
- ➔ What is shaping / successive approximations? Teaching desired behavior by rewarding small steps.
- ➔ What is natural reinforcement? You do not have to learn to like or dislike. For example, we naturally like food.
- ➔ What are primary reinforcers? Reinforcing stimulus that we biologically need (food, water, etc)

- ➔ What are secondary reinforcers? Conditioned reinforcers that are associated with a primary reinforcer (money, time, etc)
- ➔ What are immediate reinforcers? Reinforce given immediately after the desired behavior happens
- ➔ What are delayed reinforcers? Reinforcers given after a period of time after the desired behavior happens
- ➔ What is positive reinforcement? Adds a desirable stimulus after a desirable behavior is exhibited to make the desirable behavior continue.
- ➔ What is negative reinforcement? Removes a negative stimulus after a desirable behavior is exhibited to make the desirable behavior continue.
- ➔ What is continuous reinforcement? Reinforces the desired response every time the response occurs. This allows for learning to be quicker but also leads to lower resistance for extinction
- ➔ What is partial/intermittent reinforcement? Reinforces the desired response only sometimes. This means that learning will be slower but also leads to higher resistance for extinction.
- ➔ Describe the following types of reinforcement schedules:
  - ★ Fixed-Ratio: Reinforces a response after a specific amount of responses
  - ★ Fixed-Interval: Reinforces a response after a specific amount of time
  - ★ Variable-Ratio: Reinforces a response after a random amount of responses
  - ★ Variable-Interval: Reinforces a response after a random amount of time
- ➔ What is behavior modification? changing of behavior using learning strategies like positive/negative reinforcement or biofeedback.
- ➔ What is learned helplessness? A lack of persistence exhibited by someone when faced with an uncontrollable negative situation. They stop trying to go against the situation even if there is a possibility to get out of it.
- ➔ What is positive punishment? Adding a negative stimulus to stop a behavior. For example, teachers might assign more work if a class is not paying attention.
- ➔ What is negative punishment? Removing a reinforcing stimulus to stop a behavior. For example, a parent might take away a child's phone if they are not focusing on school work.
- ➔ What is conditioned taste aversion? An association between a food that caused us an illness and the food itself. For

example, if fish caused us to get sick one day, we will continue to avoid it.

- ➔ What is a cognitive map? Mental layout of one's environment
- ➔ What is latent learning? Learning that happens but is not apparent until one has the opportunity to present it. For example, we might know the way to get from work to home every day, but we don't realize we know it until one day we get a ride from someone to give them directions.
- ➔ What is extrinsic motivation? Doing something to either get a reward or avoid a punishment
- ➔ What is intrinsic motivation? Doing something for one's personal enjoyment
- ➔ What is observational learning? Learning by observing others
- ➔ Describe **Pavlov**'s experiment with dogs: Pavlov studied classical conditioning with dogs. Their food became the unconditioned stimulus, and they naturally salivated when food was brought so that became the unconditioned response. Pavlov brought a metronome and the dogs heard the sound every time the food was presented. The dogs began to salivate everytime they heard the bell.
- ➔ Describe **Watson**'s experiment with Albert: 9 month old Albert was first shown a white rat. He did not show any signs of fear. The next time he was shown a rat, Watson rang a gong behind him, causing Albert to cry. Soon, Albert became scared of just the rat. This shows classical conditioning and stimulus generalization.
- ➔ Describe **Skinner**'s experiment with rats: Skinner placed a rat inside a box that had electrical shocks. The rats learned that by pressing a lever, the shocks would stop. The electrical shocks were the aversive stimulus that the rats wanted to avoid. By pressing the lever, they were showing the effects of negative reinforcement.
- ➔ Describe **Bandura**'s experiment with dolls: Adults were placed in a room and told to beat up a doll. Kids who watched, also beat up the doll when they were alone with it in a room, even though they were not told to do anything to the doll. This showed observational learning.

Unit 5: Cognitive Psychology

- ➔ What is cognitive psychology? The study of mental activities like problem solving, decision making and concept formation

Memory

- ➔ What is memory? The persistence of learning over time.

- ➔ What is encoding? Initial experience of being introduced to information for the memory system.
- ➔ What is storage? Retention of encoded information over time
- ➔ What is retrieval? Accessing information stored in long-term memory. The forms of retrieval are:
  - ★ What is recall? Remembering something without any cues.
  - ★ What is recognition? Recognize information learned earlier. For example, a multiple choice test of an exam, or being able to name a famous singer once seeing their picture.
  - ★ What is relearning? Relearning the information that has already been learned. For example, studying for the psychology AP exam might involve some relearning as you might have to relearn concepts you can't recall.
- ➔ What is maintenance rehearsal? Simple repetition to keep something in your short term memory until you use it. For example, repeating an email address in your head until you are free to type it up.
- ➔ What is elaborative rehearsal? Actually understanding the information to keep it in long-term memory instead of just simply rehearsing it over and over again.
- ➔ What is effortful processing? Making a conscious effort to remember something.
- ➔ What is automatic processing? Unconsciously remembering something. We can do this because of practiced skills like swimming or riding a bike.
- ➔ What is the dual-coding hypothesis? It is easier to remember a word that is associated with an image or some sort of visual representation than it is to remember either an image or a word without the other .
- ➔ What is the method of loci? When you use a familiar place, like your house, to leave a visual representation of something in each part of your house to remember things. For example, if trying to remember your grocery list, you can imagine placing eggs in your living room, milk on the dining table, etc. Then when actually going grocery shopping, you can imagine walking through your house and picking up the items as you go along.
- ➔ What is the self-reference effect? We find it easier to remember things if we are implicated in the information.
- ➔ What is primacy? Remembering the information at the beginning of a list.
- ➔ What is recency? Remembering the information at the end of a list.

- ➔ What is the serial position effect? You are most likely to remember the first and last items on a long list.
- ➔ What is the spacing effect? When you distribute the amount of material you have to learn over a long period of time to allow for long term retention.
- ➔ What is the next in line effect? The phenomenon when you can't recall information leading up to your turn to perform. For example, if you are performing for a school talent show, the next in line effect would explain if you couldn't remember what the act that performed before you was.
- ➔ What is chunking? Grouping pieces of information into units. For example, if we have a phone number 5013309878 we might think of it as 501-330-9878 to help us remember it.
- ➔ What is semantically encoding? Remembering things based on their meaning instead of just from visual or auditory information. For example, if your friend is born in June, you might remember they were born in June by associating that with your family members who were also born in June.
- ➔ What is episodic memory? Memory that has to do with personally experienced events. For example, our 15th birthday party or going on a family vacation.
- ➔ What is semantic memory? Memory that has to do with general knowledge and not our own experiences. For example, knowing who the fifth president is or the capital of Canada.
- ➔ What is procedural memory? Memory that comes with habits and skills like being able to swim.
- ➔ What is declarative/explicit memory? Memory that one can consciously retrieve (semantic or episodic).
- ➔ What is nondeclarative/implicit memory? Memory that one can't consciously consider or retrieve (procedural, classical conditioning).
- ➔ What is context-dependent memory? Information is more likely to be recalled if when you attempt to recall it, you are in the situation similar to when you first encoded it. For example, you are probably going to perform better on the psychology AP exam if you took it in your psychology classroom because you are in the same environment as when you learned the material first and therefore you are more likely to recall the information.
- ➔ What is state-dependent memory? Information is more likely to be recalled if you are in the same state of mind as when you first encoded it. For example, if you encoded information while under the influence of alcohol, you are more likely to be able to recall it under the influence of alcohol (please do not do this <3)

- ➔ What is mood congruent memory? Tendency to recall experiences that are consistent with one's current mood.
- ➔ What is flashbulb memory? Memory of an emotionally significant event. For example, many people remember exactly what they were doing when JFK was assassinated.
- ➔ What is encoding failure? Failure to encode information, and can be caused because of inattention of interference when the information is first being presented. For example, if you are reading an SAT passage, but not paying attention to what you are reading, this would be an encoding failure.
- ➔ What is storage decay? Information becomes less available to retrieve after we don't use it after a certain amount of time.
  - ★ What is retrieval failure? When information is in our long term memory but is not able to be accessed. For example, when someone's name is in your head but you are not able to retrieve it.
  - ★ What is interference? Blocking of memory retrieval or learning because of other conflicting information
  - ★ Retroactive interference: New information causes one to forget old information
  - ★ Proactive interference: Old information causes one to forget new information

Thinking

- ➔ What is a concept? The mental grouping of similar objects, events, people, ideas, etc. For example, birds are a species with a large range, yet we classify them all as birds.
- ➔ What is a prototype? The mental image of the best item in a category. For example, when we think of a bird, we might think of a simple small bird like a blue jay. A flamingo or ostrich probably is not the first thing on our minds. The blue jay would be the prototype in this example.
- ➔ What is an algorithm? Logical, methodical and step by step way to solve a problem that guarantees an eventual answer.
- ➔ What is a heuristic? Rules that are efficient but cannot guarantee a solution to a problem.
  - ★ Availability heuristic: A conclusion is drawn based on what comes to mind. For example, we are more likely to buy a certain product if it comes to mind faster than a similar one.
  - ★ Representative heuristic: A conclusion is drawn based on how much the objects or events match their prototype. For example, one might think that if someone wears glasses, they must be smart.

- ➔ What is insight? The sudden realization of how to fix a problem
- ➔ What is reasoning? Creating a conclusion based on evidence.
  - ★ What is deductive reasoning? Logical conclusions drawn from general facts.
  - ★ What is inductive reasoning? General conclusions drawn from specific observations.
- ➔ What are syllogisms? Using deductive reasoning to come to a conclusion from two premises. For example, using the two premises "All insects have six legs", "an ant is an insect", we can make the conclusion that "an ant has six legs".
- ➔ What is divergent thinking? Used to solve a problem with multiple solutions. The process of creating multiple unique ideas to solve the problem. For example, brainstorming.
- ➔ What is convergent thinking? Narrowing down ideas to find the one correct answer. For example, answering multiple choice questions on a psychology test.
- ➔ What is confirmation bias? When one searches for information that supports their current viewpoint. For example, if someone thinks that their math teacher is a really bad teacher, they might only think about moments the math teacher made a mistake, instead of the moments the math teacher taught well.
- ➔ What is mental set? The tendency to approach a problem in a certain way.
- ➔ What is functional fixedness? The inability to see an object's use past the intentional and original function. For example, if you go camping, but you forgot a pillow, functional fixedness would happen if you can't figure out how to solve this problem. However, you could use other things as a pillow, like a blanket or a bag.
- ➔ What is belief bias? One's already existing beliefs that distort one's logical reasoning.
- ➔ What is belief perseverance? When one clings to their beliefs even after they are discredited.

Language

- ➔ What is a phoneme? Smallest distinctive sound unit in a language.
- ➔ What is a morpheme? Combination of phonemes, smallest unit that carries meaning.
- ➔ What is syntax? Rules to combine words into logical sentences.

- ➔ What is semantics? Word choice, word meaning. Set of rules where we derive meaning from.
- ➔ What is grammar? Rules of how language is constructed, includes syntax and semantics.
- ➔ What is prosody? Rhythm and intonation of speech
- ➔ What are holophrases? A single word that is used by an infant to apply to a variety of things. For example, a child may say "go" to mean "go over there" or "i want to go"
- ➔ What is overextension? When an infant does not know enough words to express what they are trying to say fully.
- ➔ What is underextension? When an infant's view of something is too narrow. For example, they might think that their dog is the only dog.
- ➔ What is telegraphic speech? Two or three word sentences like "give toy" instead of "give me the toy".
- ➔ What is overgeneralization? When the rules of language are overextended by a child, or when they use the wrong word to name something. For example, when a child says "fishes" to talk about multiple fish.
- ➔ What is a language acquisition device? A "tool" in the brain that allows children to understand and learn language quickly.
- ➔ What is a critical period? A specific early stage in life in which a child must be exposed to certain things to develop properly, as this development cannot happen later in life.

Intelligence / Testing

- ➔ What is standardization? Defining meaningful scores by comparing with the performance of an already tested standardized group
- ➔ What is a standardization sample? A group of people that represent the entire population.
- ➔ What is the Flynn effect? This trend states that there is an increase of intelligence testing scores over time, meaning the average intelligence scores are higher now than they were 50 years ago for example.
- ➔ What is an Aptitude Test? A test for predicting one's future performance.

- ➔ What is an Achievement Test? A test for assessing what one has learned.
- ➔ What is the WA Intelligence Scale? Most widely used intelligence test. Assesses arithmetic, vocabulary, etc.
- ➔ What is the Rorschach Inkblot Test? There are ten inkblots and one describes what they see. This reveals things about their personality.
- ➔ What is the Thematic Apperception Test? Pictures of people in unclear relationships with each other. This reveals things about their personality.
- ➔ What is fluid intelligence? Problem solving, able to process information quickly, etc.
- ➔ What is crystal intelligence? Accumulated knowledge, like general knowledge, vocabulary, etc.

Unit 6: Developmental Psychology

- ➔ What is developmental psychology? The study of how people's behaviors change as they get older.
- ➔ What is normative development? The normal sequence of development.
- ➔ What is a zygote? The fertilized egg.
- ➔ What is the germinal stage? Where the zygote faces cell division.
- ➔ What is the embryonic stage? Organs form, nervous system develops, blood cells made.
- ➔ What is the fetal stage? Movement begins and sexual What are rudimentary movements? The first voluntary movements done by a child after birth: sitting, crawling, walking, etc.
- ➔ What is fundamental movement? Movements like jumping, running, etc.
- ➔ What is specialized movement? Learn special skills around age 7 (such as skills for playing sports). These skills are more mature or complex.
- ➔ What is assimilation? New ideas incorporated into a schema.
- ➔ What is accommodation? Changing a schema to accommodate for new information.
- ➔ What is cognitive development? How children think, learn, and explore things
- ➔ Jean Piaget's stages of development:

- ★ Sensorimotor Stage: acquire knowledge through senses
- ★ Preoperational Stage: children are able to think about things symbolically; language becomes more mature; memory and imagination come; engage in make believe
- ★ Concrete Operational Stage: understanding logical reasoning
- ★ Formal Operational Stage: think in an abstract way; manipulate their own ideas

➔ What is theory of mind? Understanding that people don't share the same thoughts, and understanding what other people are thinking, which helps us form responses.

➔ What is egocentrism? Only seeing something from your own point of view.

➔ What is authoritarian parenting? Extremely strict, little compromise, high expectations.

➔ What is authoritative parenting? Both nurturing and supportive but also set expectations. In the middle of authoritarian and permissive.

➔ What is permissive parenting? Extremely kind/chill, minimal expectations.

➔ What is preconventional morality? Dependent on parents/teachers/authoritative figures telling you what to do, not really knowing what's right or wrong on your own. Focuses on punishment, reward, and authority. Following rules because scared of getting in trouble or want a reward.

➔ What is conventional morality? Understanding what society thinks is right vs wrong. Following and understanding social norms. Focuses on social order, upholding the law, maintaining good relationships, principles and values.

➔ What is postconventional morality? Understanding ethical reasoning of decisions based on personal values and beliefs.

➔ Frued's psychosexual stages:

- ★ Oral state: sucking reflex; baby's primary source of interaction
- ★ Anal stage: potty training; bowel movement
- ★ Phallic stage: genitals develop and children become curious about them
- ★ Latency stage: sexual interests sublimated into other activities

★ Genital stage: puberty, person seeks ways of satisfying sexual impulses in relationships, and aggressive impulses.

Unit 7: Motivation, Emotion, and Personality

Motivation

- ➔ What is Yerkes-Dodson law? The relationship between arousal and performance (a difficult task is best performed if arousal level is high)
- ➔ What is the drive reduction theory? Motivation comes from biological needs (ex: drive - You are hungry; how to reduce it - You get food)
- ➔ What is the opponent process theory? Emotions are paired as opposites such as happiness and sadness and fear and relief. One emotion elicits a feeling of the opposite emotion.
- ➔ What is Maslow's Hierarchy of Needs? Model for understanding motivation (has 5 stages). The lower stages need to be fulfilled before one can reach the higher stages. The stages in order from bottom to top are: physiological needs (food, water, shelter), safety and security, love and belonging, self-esteem, and self-actualization.
- ➔ What is achievement motivation? The desire to perform and be successful
- ➔ What is approach-approach conflict? Difficulty choosing between two favorable options
- ➔ What is avoidance-avoidance conflict? Difficulty choosing between two unfavorable options
- ➔ What is approach-avoidance conflict? Difficulty choosing between one favorable and one unfavorable option
- ➔ What is multiple approach-avoidance? Weighing pros and cons of differing scenarios
- ➔ What is Theory X? Theory X is the belief that employees don't like to work and have no ambition and only work for a paycheck. They also need a lot of supervision.
- ➔ What is Theory Y? Theory Y is the belief that employees want to work, are ambitious, do not need much supervision.

Emotion

- ➔ What is the James-Lange Theory? Physical changes happen to the body first followed by an experience of emotion.
- ➔ What is the Cannon-Bard Theory? Feeling of emotion and physical changes to the body happen at the same time.
- ➔ What is the two factor theory? Physiological arousal occurs, and then one must find the reason for that arousal and assign an emotion to it. Arousal also determines strength of emotion.
- ➔ What is the facial feedback hypothesis? One's facial expressions can influence their emotions. For example, smiling can make you feel happier.
- ➔ What is general adaptation syndrome? describes the process your body goes through when exposed to stress (alarm, resistance, exhaustion)
- ➔ What is an alarm? When the sympathetic nervous system is activated. initial symptoms the body experiences when under stress.
- ➔ What is Type A? More ambitious, competitive, aggressive
- ➔ What is Type B? More patient, flexible, laid back
- ➔ What is the feel-good, do-good phenomenon? People are more likely to help other people when they are already in a good mood.
- ➔ What is the adaptation-Level phenomenon? Having to adapt to something until it becomes a new normal.

Personality

- ➔ What are defense mechanisms? Behaviors and functions that help protect us from anxiety-inducing thoughts related to both inner and outer stressors.
- ➔ What is a persona? Personality you show to others, different from your true self.
- ➔ What is a personal unconscious? The forgotten and repressed things in someone's life.
- ➔ What is a collective unconscious? Certain innate characteristics that everyone shares, such as longing for a mother and the fear of death.
- ➔ What is the Big Five? extraversion, agreeableness, openness, conscientiousness, and neuroticism. 5 basic personality traits.

- ➔ What is the halo effect? When one trait of a person is used to make an overall judgment of that person

Unit 8: Clinical Psychology

Disorders

- ➔ What is the DSM IV? Diagnostic and Statistical Manual of Mental Disorders. Identifies and classifies disorders.
- ➔ What are neurotic disorders? Distressing disorders but still allows one to function socially and think rationally.
- ➔ What are psychotic disorders? Disorders that get someone to lose contact with reality, have irrational ideas and distorted perceptions.
- ➔ Neurodevelopmental disorders: Disorders that can relate to learning impairments or impairments in social skills or intelligence. Emerge early in development.
  - ★ What is ADHD? Causes impulsive behavior and inattention. Diagnosed in childhood.
  - ★ What is autism? Most commonly causes social impairments, when one has difficulty seeing social cues. It can also cause difficulty in adapting to chance.
- ➔ Schizophrenic / psychotic disorders: Disruption in thoughts, speech, behavior and often in motor skills.
  - ★ What is schizophrenia? When people interpret reality abnormally, face hallucinations and delusions, and have disordered thinking.
- ➔ Anxiety disorders: Can cause hyperalertness, muscle tension, persistent feeling of flight or fight mode even when there is nothing to worry about.
  - ★ What is generalized anxiety disorder? Constant state of worry and constant nervous system arousal.
- ➔ Depressive disorders:
  - ★ What are depressive disorders? A sad mood for an extended period of time. Also includes negative thinking that affects one's ability to function.
- ➔ Obsessive compulsive / similar disorders: Repeated, unwanted thoughts that lead to compulsive behaviors.
  - ★ What is OCD? Repeated, unwanted thoughts that cause repeated, time consuming behaviors that one thinks will prevent an outcome.

- ➔ Trauma related disorders: Disorders that follow a disturbing event.
  - ★ What is PTSD? Disturbing thoughts or dreams that are related to the disturbing event. This can cause sleep issues and general difficulty to function.
- ➔ Bipolar disorders:
  - ★ What is bipolar disorder? Depressive states and manic states interchange.
- ➔ Personality disorders: A specific way of experiencing the world that leads to distress and social impairment.
  - ★ Cluster A:
  - ★ What is paranoid personality disorder? Distrust in people that is not justified.
  - ★ What is schizoid personality disorder? When one is emotionally unattached and does not enjoy close relationships with people.
  - ★ What is schizotypal personality disorder? When one has odd beliefs and thinking.
  - ★ Cluster B:
  - ★ What is antisocial personality disorder? Pattern of violating the rights of others, by cheating, stealing, etc.
  - ★ What is borderline personality disorder? When one can't regulate their emotions. They are not stable in relationships, have anger issues and feelings of loneliness.
  - ★ Cluster C:
  - ★ What is avoidant personality disorder? Extreme sensitivity to criticism and feeling of not being good enough.
  - ★ What is dependent personality disorder? Fear of separation, and constant need to be cared for.
  - ★ What is obsessive compulsive personality disorder? Excessive concern of being perfect and having control over the situation. Similar to OCD, but the person does not see that their obsessions are intrusive thoughts.
- ➔ Dissociative disorders:
  - ★ What is derealization? Not understanding that something is actually happening, disconnect from the environment.

- ★ What is depersonalization? Not understanding that something is actually happening to you. This can happen in the form of numbing responses to the world around you, or feeling like you are an outside observer of yourself.
- ★ What is dissociative amnesia? Inability to recall events (that goes far past typical forgetting)
- ★ What is dissociative identity disorder? Usually a reaction to childhood abuse or trauma. When someone has multiple identities. Each has different names and characteristics.

➔ Eating disorders: Disturbances in people's eating behaviors and related thoughts and emotions.

- ★ What is anorexia? When one restricts and avoids food because of the intense fear of gaining weight.
- ★ What is bulimia? When one eats a large amount of food and then follows it with forced vomiting, excessive exercise, etc.
- ★ What is binge-eating disorder? Same as bulimia except not followed by the weight loss attempt. Recurring periods of eating a large amount of food.

Treatment

- ➔ What is psychoanalysis? Understanding the unconscious cause of a problem.
- ➔ What is psychotherapy? The interaction between a therapist and someone who is suffering with a psychological problem.
- ➔ What is resistance? When a client holds information from a therapist because they don't like to talk about it.
- ➔ What is transference? When feelings directed to someone else become directed to the therapist.
- ➔ What is behavior therapy? Short term form of therapy and uses specific techniques to directly treat the symptoms.
- ➔ What is aversion therapy? An aversive stimulus is paired with the behavior that is unwanted. For example, someone might give themselves a punishment everytime they smoke to stop smoking.
- ➔ What is systematic desensitization? Commonly used to treat phobias. When you pair a relaxed state with your fear so that the fear slowly decreases.

- ➔ What are extinction procedures? Weakens maladaptive responses.
- ➔ What is exposure therapy / flooding? When one is exposed to what they are scared of in a safe environment.

Unit 9: Social Psychology

- ➔ What is social psychology? Psychology in a social aspect. How we influence/think about/interact with others.
- ➔ What is attribution theory? The way people give causal explanations for someone's behavior, like by crediting their situation.
- ➔ What is dispositional attribution? The cause of the problem is internal. For example, if someone did badly during a performance or recital, they might credit it to lack of practice.
- ➔ What is situational attribution? The cause of the problem is external. For example, if someone did badly during a performance or recital, they might credit their teacher for bad guidance.
- ➔ What is the self-fulfilling prophecy? When an outcome becomes true by someone just because that person thought it was going to be true. For example, when you think you are going to fail a test, you are more likely to fail just because you thought that.
- ➔ What is the Rosenthal Effect? High expectations lead to better results/improved performance and vice versa
- ➔ What is fundamental attribution error? When analyzing someone's behavior, we sometimes overestimate the impact of someone's disposition and underestimate the impact of the situation they might be experiencing.
- ➔ What are attitudes and actions? Attitudes are how we feel about something (approval, disapproval), and actions are how we react to something, which can be influenced by our attitudes.
- ➔ What is a positive evaluation? We like the company of people who think highly of us.
- ➔ What is conformity? Change a behavior to align with the group's behavior.
- ➔ What is compliance? Giving in to the requests of others, even when the requests don't align with your self interests.

- ➔ What are reciprocity norms? Doing something for someone hoping for that in return. For example, buying someone a birthday gift for one in return on your birthday.
- ➔ What is the foot in the door phenomenon? When people start out by asking for a small request, and later come back with a larger one. They have the 'foot in the door'.
- ➔ What is the door in the face phenomenon? When someone starts by asking for a large and unreasonable request, and is inherently turned down. They will then ask for a smaller and more reasonable request, which is typically accepted.
- ➔ What is cognitive dissonance? The tension that is caused when attitudes and behaviors contradict each other. For example, if someone knows smoking is wrong, and still does it, this can cause tension within themselves.
- ➔ What is the central route? Persuaded by the content of a message or argument
- ➔ What is the peripheral route? Persuasion by superficial influences (like celebrities, length of a speech, etc)
- ➔ What is social influence? How people change their behavior based on the society around them
- ➔ What is normative social influence? A type of conformity in which we conform to gain approval, or avert disapproval.
- ➔ What is informative social influence? A type of conformity in which you conform because you believe the group knows better than you and you wish to join.
- ➔ What is obedience? Performing actions under orders from authority
- ➔ What are conditions that strengthen conformity? Larger group size, unanimity, strong authority, etc
- ➔ What is social facilitation? An improved performance on tasks in the presence of others. For example, runners tend to run faster when competing.
- ➔ What is social loafing? An individual puts less effort into achieving a goal when in a team setting than if they were alone.
- ➔ What is deindividuation? The loss of self awareness in a group that fosters arousal and anonymity. For example, the KKK acted mainly in their robes and while masked. This allowed them to feel more safe while participating in their illegal activity.

- ➔ What is group polarization? When a group of like minded people talk about something they already agree on, after discussing it, their feelings of it become stronger.
- ➔ What is groupthink? When a group needs to reach a unanimous decision and so they ignore the consequences and implications of their decision.
- ➔ What is the just-world effect? The belief that the world is completely just and people deserve what happens to them, good or bad.
- ➔ What is the bystander effect? Individuals are less likely to help if they are among a group. A common example of this is Kitty Genovese, a young woman who was killed near her apartment complex, where about 30 people heard or saw the act yet did not call the police.
- ➔ What is diffusion of responsibility? Giving the responsibility to someone else in a group. For example, in the Kitty Genovese case, no one called the police because they assumed someone else already did.
- ➔ What is the Hawthorne effect? Workers that are monitored work more productively.
- ➔ What is outgroup homogeneity? In every group, other than our own, we think that everyone in the group is very similar. In our group, we think that everyone is diverse.
- ➔ What is scapegoat theory? Prejudice allows an outlet for negative emotions because it puts blame on someone else
- ➔ What is Milgram's study? Investigated the extent to which people would listen to an authority figure even if they were harming someone. People were tasked to ask questions to another person who they could not see and deliver a higher voltage of electric shock after each successive wrong answer. Even though the other person would tell them to stop the shocks, many would continue as they were under authority who told them to continue.
- ➔ What is the Zimbardo study? Stanford Prison Experiment, where men were chosen to be either guards or prisoners to test how people behave when asked to play a role.
- ➔ What is the Latane & Darley Study? Found that if people were to be in a group and there is an emergency, they are less likely to help as they believe someone else will take the responsibility (diffusion of responsibility)

➔ What is the Asch Study? Participants were asked to answer seemingly easy questions, but when the other members of the group (who were in on an experiment) answered the questions wrong on purpose, the participants agreed and chose the wrong answers.

references:

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