

## Review Sheet Final Exam Psych I 2017

### Test 1

#### Interesting Studies in Psychology

- Handout on my website with all of these.

#### The Definition of Psychology

- What is difficult to study scientifically, and why?
  - o Psychology's questionable reputation as a science
- Empiricism
- How do the Behaviorists define Psychology?

#### The Philosophy of Behaviorism

- 3 key Ideas
- The Yanomamo – why did we learn about them?
- Watson's Quote and how it reflects the ideas of Behaviorism
  - o Know specifically Watson's goal to create a PHOBIA (people thought phobias were inborn)
- Skinner's Beyond Freedom and Dignity
  - o What does he mean by "Beyond Freedom?"
  - o What does he mean by "Beyond Dignity?"
  - o What was Skinner's solution to all of the world's problems?
- Skinner's Walden II
  - o What was this about?

#### Operant Conditioning

- Skinner boxes
- Thorndike – Law of Effect – experiment with cat
- Shaping (remember, how do you get me to teach on one side of the room?)
- extinction
- **Types of Operant Conditioning**
  - o positive reinforcement
  - o negative reinforcement
  - o positive punishment
  - o negative punishment
- I give you as specific example, you tell me what type of operant conditioning
- **Punishment**
  - o B.F. Skinner's views on punishment versus positive reinforcement
    - Side effects of punishment
  - o How to move to a world based on positive reinforcement
  - o Guidelines for effective use of punishment
- **Schedules of Reinforcement**
  - o fixed ratio
  - o variable ratio
  - o fixed interval
  - o variable interval
  - o What is more effective, partial or continuous reinforcement? Why?
  - o Which schedule out of the 4 schedules is most effective in getting lots of responses and fast responding?
  - o Know the response patterns of each schedule
  - o Know some of the examples of schedules we talked about in class and which schedule they demonstrate – for example, slot machines / gambling uses variable ratio.

## Test 2

### Game Layer

- Know the 4 game dynamics
  - o Appointment Dynamic
  - o Influence and Status
  - o Progression
  - o Communal Discovery
- Be able to connect the first 3 dynamics to ratio or interval schedules.
- Know examples of each dynamic.
- Revisit the TED talk at:  
<https://search.yahoo.com/yhs/search?p=tet+talk+game+layer&ei=UTF-8&hspart=mozilla&hsimp=yhs-001>  
Or, just type in “ted talk game layer” in search engine.

### Intrinsic vs. Extrinsic Motivation

- Know Kohn’s arguments against rewards.
  - o Revisit video with Kohn on Oprah:  
[https://www.youtube.com/watch?v=\\_6wwReKUYmw](https://www.youtube.com/watch?v=_6wwReKUYmw)  
Or just type in “Alfie Kohn Oprah” into search engine.
- Know the 2 teachers’ arguments in favor of rewards.
- Know definition of intrinsic and extrinsic motivation.
- Know the 4 studies supporting the idea that intrinsic motivation is better than extrinsic motivation.
  - o See handout on my webpage – **Intrinsic Extrinsic Handout 2016**

### Classical Conditioning

- Classical Conditioning: What is it?
- What types of responses that are controlled by Classical Conditioning? How does this differ from Operant Conditioning?
- Unconditioned Stimulus, Unconditioned Response, Conditioned Stimulus, Conditioned Response
  - o Be able to identify US, UR, CS, and CR in real life examples
- Processes of classical conditioning
  - o Acquisition
  - o Extinction
  - o spontaneous recovery
  - o generalization
  - o discrimination
  - o What is more powerful, acquisition or extinction, and why?
- Phobias and how to treat them
  - o Little Albert
  - o Exposure therapy – extinction trials
- How do advertisements and commercials use classical conditioning as a method of persuasion?
  - o What would the US, UR, CS, and CR be in an advertisement? What would these be in the Corona Ads we watched? The Coors Light Ads we watched?
- How does the IAT work?
- What percentage of the U.S. population shows a preference for European Americans? What percentage of the African American population shows a preference for European Americans?
- Media Images of African-Americans.
- Statistics on how African-Americans are depicted on the news
- Understand the connection between unconscious prejudice and classical conditioning. For instance, in the African-American male criminal caricature, what is the US, UR, CS, and CR?
- Know studies showing that IAT scores predict judgments and behavior
- Clark Doll Test
- General ideas about improving people’s IAT scores
- Study by Dasgupta and Greenwald – positive vs. negative images of European and African Americans

## Test 3

### Addiction

- Siegal Study on Drug Overdose
  - o How was it set up and what were the results?
  - o Where is a drug overdose most likely to occur for humans, according to this study?
  - o Connect to Compensatory Response
- What is the disease model?
  - o The Neuroadaptive Model
    - What are neurotransmitters?
      - Serotonin
      - Norepinephrine
      - Dopamine
      - Endogenous opioids (endorphins)
      - Cannabinoids
    - Know the links between these neurotransmitters and specific drugs
  - o The Severing of the “Stop-Go” Connection
    - Connection to relevant parts of the brain – Frontal Cortex and Limbic System.
    - Story of Phineas Gage – how like a drug addict?
- Know statistics and results of studies from Addiction Worksheet – know which ones support the disease model and which do not.
- What is Alexander’s Model?
  - o What is his opinion about the studies done with rats? How does this lead him to creating Rat Park?
  - o Two Rat Park studies – how was each one set up and how did each turn out?

### The Brain

- The Neuroscientific Perspective
- Know the 3 major systems of the brain and their general function, and the important parts within each system.
  - o Brainstem
    - Medulla
    - Pons
    - Reticular Formation
    - Cerebellum
  - o Limbic System
    - Thalamus
    - Amygdala
    - Hippocampus
    - Hypothalamus
  - o Cerebral Cortex
    - Visual Cortex
    - Auditory Cortex
    - Somatosensory Cortex
    - Motor Cortex
    - Association Areas
    - Language Areas
      - Broca’s Area
      - Wernicke’s Area
- Split Brain
  - o Corpus Callosum
  - o Right Hemisphere functions
    - In charge of which side of the body? Takes in info from which side?
  - o Left Hemisphere functions
    - In charge of which side of the body? Takes in info from which side?

- Understand the idea that the brain determines our reality
  - o Phantom Limb
  - o Synesthesia
- Neuroplasticity
- Know the cases from the brain activity sheet we worked on in class and how each case connects to specific parts of the brain.

#### Test 4

Note: For all studies, make sure you know exactly how it was set up and exactly what the results were. **KNOW THE PERCENTAGES!!**

#### Diffusion of Responsibility

- Details of Genovese murder
- Darley and Latane seizure study

#### Social imitation

- The Asch Experiment
  - o Informational Conformity
  - o Normative Conformity
- Darley and Latane smoke study
  - o The Werther Effect

#### The Beaman Study

#### Bandura's Bobo Doll Experiment

- Observational Learning / Modeling (also social imitation)

Prison Reform – In the article Punishment Fails. Rehabilitation Works, what changes does Gilligan propose for what prisons are like and how they operate? And what arguments does he make to support these changes?

- Make sure that you can connect this to the Bobo Doll Experiment
- Halden Prison

#### Obedience to Authority

- The Milgram Experiment

#### Self-Fulfilling Prophecy

- Understand the self-fulfilling prophecy cycle
- Rosenthal and Jacobson Study
- Steele and Aronson Study – stereotypes and intelligence

#### Brown Eyes Blue Eyes Study

- Know all details on how the study was set up and what happened...
- Connect to self-fulfilling prophecy

#### Stanford Prison Experiment

- Know all details on how the study was set up and what happened...
- Connect to self-fulfilling prophecy, obedience to authority, how to establish oneself as an authority figure, and diffusion of responsibility.

#### Cognitive Dissonance

- Basics of the following stories:
  - o Marion Keech and the Sananda Cult
  - o Audrey Santo
- Situations in which we are most likely to hold onto a belief that has been disproven.
  - o Hazing study
  - o \$1 vs. \$20 lie study
  - o How American Soldiers were turned to Communism
- The weird and irrational ways that we resolve Cognitive Dissonance
  - o Connect these to the Sananda Cult and Audrey Santo

#### Lifton's Theory of Thought Reform

- Know each of the 8 methods of Thought Reform – I may give examples, for instance, from Peoples Temple, and you tell me what method...

## Memory

### Information Processing Model

- Capacity and duration of sensory, short term, and long term memory
- Sperling Study – Sensory Memory

### Reconstructive Memory

- Schemas
  - o Office schema study
  - o Crime scene story I read to you in class – how schemas?
- Post-Event Information
  - o Stop Yield sign study
  - o Car crash study
  - o Military interrogation study
- Magnani's paintings of Pontito compared with photographs
- Stephen Wiltshire's drawings of NY City
- Bunny effect
- Lost in the Mall – set-up and results
- Steve Titus, George Franklin, Paul Ingram cases
- Repression
- Van Der Kolk's theory of repression
- Neisser Study – Challenger explosion memory

### Conversion Disorder

### Elaborative Rehearsal vs. Maintenance Rehearsal

### Declarative vs. Procedural Memory

- And parts of brain responsible – hippocampus vs. cerebellum and basal ganglia

### Context Dependent Memory

- Schab Study

### Ebbinghaus Curve

- Bahrick Study

### Proactive and retroactive Interference

- Jenkins and Dallenbach study

### Spacing Effect

### Implicit Memory

- Examples and Studies from handout

### Anterograde Amnesia

## Office Study

Subjects wait in an office for 30 seconds, then go to another room. Subjects are asked to list what objects they remember being in the office. Subjects:

- a. Remembered objects that were in the office and that you would expect to be in an office – desk, chair, shelves.
- b. Remembered objects that were in the office and clearly did NOT fit what you would expect – a skull, toy trucks.
- c. Remembered objects that were NOT in the office but that you would expect to be in an office – Books.

## Stop/Yield Sign Study

Subjects watch a slide show in which a car hits a pedestrian at an intersection.

Group 1's slideshow had a **stop** sign at the intersection. Group 2's slide show had a **yield** sign at the intersection. Afterwards, they are given a survey about the slide show. Embedded in the survey is a questions that implies the opposite sign. Thus:

- a. Group 1 – stop sign group – What did the car do as it approached the **yield** sign at the intersection?
- b. Group 2 – yield sign group – What did the car do as it approached the **stop** sign at the intersection?

Then, subjects are shown slides and asked to identify slides from the original slide show. 59% of subjects identify the slide with the **opposite** sign (as opposed to 25% when survey question matches the correct sign).

### Car Crash Study

Subjects watch a video of a car crash, then fill out a survey. All subjects are given the same survey, with the exception of one word of one question:

How fast was the car going when it \_\_\_\_\_ into the other car?

Estimate in MPH...

	Result: Average Speed Estimate
Group 1 – bumped	30
Group 2 – contacted	32
Group 3 – hit	34
Group 4 – collided	37
Group 5 – smashed	41