

Review Sheet – 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&hsparm=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
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