

**Nancy Blum, Ph.D. – PSY 150 Principles of Human Behavior**  
**Study Guide Exam 2 Chapters 5-8**

**Chapter 5 – Learning**

Classical Conditioning — Pavlov’s Discovery:

- Unconditioned stimulus (US)
- Unconditioned response (UR)
- Conditioned stimulus (CS)
- Conditioned response (CR)

Conditioned responses over time:

- Extinction
- Reconditioning
- Spontaneous recovery

- Stimulus generalization and stimulus discrimination
- Phobias and systematic desensitization

Operant conditioning:

- Operants
- Reinforcers
  - Positive reinforcers
  - Negative reinforcers
- Punishment
- Escape conditioning and Avoidance conditioning
- Discriminative stimuli
- Shaping

Schedules of Reinforcement:

- Fixed–ratio (FR) schedules
- Variable–ratio (VR) schedules
- Fixed–interval (FI) schedules
- Fixed–interval (VI) schedules

Latent learning

**Chapter 6 – Memory**

Basic Memory Processes

- Encoding
- Storage
- Retrieval
- Recall and Recognition

Types of Memory:

- Episodic memory
- Semantic memory
- Procedural memory

Explicit memory & Implicit Memory

Levels-of-processing model:

- Maintenance rehearsal
- Elaborative rehearsal

Short-Term Memory (STM) and Working Memory

- Storage capacity of Short-Term Memory
- Power of Chunking
- Duration of Short-Term Memory

Long-Term Memory (LTM)

- Encoding in Long-Term Memory
- Semantic coding

Primacy effect & Recency Effect

Retroactive interference & Proactive interference

Retrograde amnesia & Anterograde amnesia

## **Chapter 7 – Thought, Language, and Intelligence**

Formal concepts & Natural concepts

Propositions

Schemas, Scripts, and Mental Models

Cognitive maps

Formal reasoning & algorithms

Informal reasoning & heuristics:

- Anchoring heuristic
- Representativeness heuristic
- Availability heuristic

Strategies for problem-solving:

- Incubation
- Means-end analysis
- Working backward
- Analogies

Functional fixedness & Confirmation bias

Divergent thinking & Convergent thinking

Evaluating tests including intelligence tests:

- Standardization
- Norms
- Reliability
- Validity

## **Chapter 8 – Motivation and Emotion**

Theories of motivation:

- Instinct theory
- Drive reduction theory
- Optimal arousal theory
- Incentive theory

Approaches to obesity

The biology of sex

- Male sex hormones & female sex hormones

Sexual orientation

Sexual dysfunction

Maslow's hierarchy

Theories of Emotion:

- James's Peripheral Theory of Emotion
- Cannon's Central Theory of Emotion
- Schachter-Singer Theory of Emotion