4) Recency effect - if given a list of words, you are more likely to recall the words at
the end of the list
5) 1st woman with PhD in psychology
   - William James
     1) Wrote first textbook: “Principles of psychology”
     2) Emphasized how the human mind is active and inquiring
     3) Rejected Wundt and Ebbinghaus
- Behaviorism: shouldn’t study things we can’t observe
  1) Behaviorist approach
  2) Watson
  3) Skinner
  4) Operational definition - needs to be observable and countable
  5) Classical conditioning - situation in which a relation exists between a stimulus
     and an outcome: dog hears bell then gets food, eventually dog will salivate at the
     sound of a bell
  6) Operant conditioning - organisms learn to emit responses or behaviors in
     response to a stimulus, to achieve a desired outcome or avoiding an undesired
     outcome
- The Gestalt approach
  1) Gestalt psychology
  2) Context was important
  3) Insight problems
  4) Rejected Wundt and Behaviorism
- Frederic C. Bartlett
  1) Rejected Ebbinghaus
  2) Used stories
  3) Memory as active, constructive process
  4) Schema based approach