**KEY** Contributors in the field of Psychology.

<table>
<thead>
<tr>
<th>Psychologists</th>
<th>Chapter</th>
<th>Contribution to Psychology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solomon Asch</td>
<td>14</td>
<td>Conformity &amp; Impression formation experiments</td>
</tr>
<tr>
<td>Albert Bandura</td>
<td>6 &amp;10</td>
<td>Social-Learning theory; reciprocal determinism; self-efficacy</td>
</tr>
<tr>
<td>Albert Ellis</td>
<td>13</td>
<td>Rational emotive behavior (REBT)</td>
</tr>
<tr>
<td>Erik Erikson</td>
<td>9</td>
<td>Psychological stage theory of development</td>
</tr>
<tr>
<td>Sigmund Freud</td>
<td>5, 9, &amp; 10</td>
<td>Psychosexual stage theory of personality; stressed importance of unconscious sexual drive; psychoanalysis; theory of dreaming.</td>
</tr>
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<td>Harry Harlow</td>
<td>9</td>
<td>Attachment studies with infant monkeys,</td>
</tr>
<tr>
<td>Lawrence Kohlberg</td>
<td>9</td>
<td>Stage theory of moral development</td>
</tr>
<tr>
<td>Abraham Maslow</td>
<td>8 &amp; 13</td>
<td>Hierarchy of needs; self actualization</td>
</tr>
<tr>
<td>Stanley Milgram</td>
<td>14</td>
<td>Obedience Studies</td>
</tr>
<tr>
<td>Ivan Pavlov</td>
<td>6</td>
<td>Classical Conditioning - Studies of dogs &amp; salivation</td>
</tr>
<tr>
<td>Jean Piaget</td>
<td>9</td>
<td>Stage theory of cognitive development</td>
</tr>
<tr>
<td>Carl Rogers</td>
<td>10 &amp; 13</td>
<td>Person(client) centered therapy; unconditional positive regard.</td>
</tr>
<tr>
<td>B. F. Skinner</td>
<td>6</td>
<td>Operant conditioning- reinforcement; invented Skinner box.</td>
</tr>
<tr>
<td>John Watson</td>
<td>6</td>
<td>Father of Behaviorism; Baby Albert experiment- Classically conditioned fear</td>
</tr>
<tr>
<td>Wilhelm Wundt</td>
<td>1</td>
<td>Set up first psychological laboratory; theory of structuralism.</td>
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</tbody>
</table>
Feature detectors
cells that respond to visual signals in the primary visual cortex

Trichromatic theory
theory that hypothesizes that we have three types of cones in the retina, cones that can detect the primary colors of light

Opponent-process theory
theory that states that the sensory receptors arranged in the retina come in pairs (red + green, yellow + blue, black/white pairs)

Afterimages
the color image that appears when you look at a white or black space after you look at a color for a while

Color blindness
the inability to perceive certain colors

Dichromatic color blindness
color blindness where people cannot see EITHER red/green shades OR blue/yellow shades

Monochromatic color blindness
color blindness where people only see shades of gray

Hearing/audition
the perception of sound

Amplitude
the height of the wave, which determines the loudness of the sound (decibels)

Frequency
the length of the waves, which determines pitch (hertz)

Pitch
the tone's highness or lowness, determined by frequency

Sound waves
waves/vibrations in the air that carry sound

Pinna/outer ear
the opening of the ear where sound waves are collected

Ear canal/auditory canal
the passage in the external ear from the pinna to the eardrum

Eardrum/tympanic membrane
the thin membrane that vibrates as sound waves hit it

Hammer/malleus
small bone in the middle ear that transmits vibrations of the eardrum to the incus

Anvil/incus
small bone in the middle ear that transmits vibrations of the eardrum from the malleus to the stapes

Stirrup/stapes
small bone in the middle ear that transmits vibrations of the incus to the internal ear/oval window

Cochlea
state where we perceive a stimulus that is not present
False negative
state where we do not perceive a stimulus that is present
Top-down processing
the use of past experiences to build perception
Schmenta
the mental representation of how we expect the world to be
Perceptual set
a predisposition to perceiving something in a certain way
Bottom-up processing/feature analysis
the use of only the features of the object to build perception
Gestalt rules
principles that govern how we perceive groups of objects
Perceived motion
the ability to gauge motion
Stroboscopic effect
the visual phenomenon where still images presented at a certain speed appear to be moving
Phi phenomenon
the visual phenomenon where lights being turned on and off at a particular rate appear to be moving
Autokinetic effect
the phenomenon where steady light in a dark room appears to be moving
Depth cue
the ability to perceive the world in 3D
Visual cliff experiment
experiment where the subject is placed on one side of a glass-topped table that creates the impression of a cliff
Monocular cues
depth cues that do not depend on having two eyes
Linear perspective
technique that uses lines that converge into a point
Interposition cue
technique where objects that block view must be closer to us
Texture gradient
technique where details can be seen up close but not far away
Shadowing
technique that uses shading to imply depth and position
Convergence
the converging of the eyes that tells the brain that objects are close

<table>
<thead>
<tr>
<th>Senses and Associated Receptors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy Senses</td>
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<tr>
<td>● Vision</td>
</tr>
<tr>
<td>● Hearing</td>
</tr>
<tr>
<td>● Rods, Cones(in Retina)</td>
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<tr>
<td>● Hair cells connected</td>
</tr>
</tbody>
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primacy effect
predicts that we are more likely to recall items presented at the beginning of a list
compare: recency effect
recency effect
predicts that we are more likely to recall items presented at the end of a list
compare: primacy effect
serial position effect (curve)
when recall of a list is affected by the order of items in a list
primacy effect and recency effect
tip-of-the-tongue-phenomenon
condition of being almost, but not quite, able to remember something; used to investigate the nature of semantic memory
semantic network theory
memories are linked to one another like spiderwebs
flashbulb memory
highly detailed memory of the moment and circumstances in which a piece of surprising news is heard
state-dependent memory
recalling events encoded while in a particular state of consciousness, like sleepiness
mood congruent memory
the greater likelihood of recalling an item when our mood matches the mood we were in when the event happened

Elizabeth Loftus
showed that recovered memories could be constructed or false recollections of events
constructed memory
may report false details of a real event or might even be a recollection of an event that never occurred
decay
not using a memory or connections to a memory for a long period of time
relearning
after learning and forgetting, learning again becomes faster
interference
other information competes with what you're trying to recall
two types: retroactive and proactive
retroactive interference
learning new information interferes with the recall of older information
compare: proactive interference
proactive interference
old information interferes with the recall of newer information
compare: retroactive interference
anterograde amnesia
old memories can be recalled, new memories (except procedural) cannot be made
long-term potentiation
repeated firings between neurons strengthen the connection between them
phonemes
the smallest units of sound used in a language
compare: morphemes

morphemes
the smallest unit of meaningful sound
compare: phonemes

language acquisition
natural unconscious process of language development in humans that occurs
without instruction, but needs exposure
1. babbling 2. telegraphic

language acquisition theory
the ability to learn a language rapidly as children
Noam Chomsky
language acquisition device
also called nativist theory of language acquisition

language acquisition device
the ability to learn a language quickly as children
also called nativist theory of language acquisition

babbling stage
innate, represents a baby's experimentation with phonemes
after this stage, the baby loses the phonemes unused in the primary language

telegraphic
second stage in language acquisition
combination of the words into simple commands and sentences, meaning clear,
syntax absent

overgeneralization
misapplication of grammar rules

linguistic relativity hypothesis
Benjamin Whorf
language may control or limit our thinking
- studies show effect of labeling on how we think about people, objects, or ideas, but
do not show that language changes what we can think about

prototype
what concepts are based on, the most typical example of a particular concept

image
mental pictures created in mind, not necessarily visual

algorithm
a problem solving technique that guarantees the correct solution by trying every
possibility

heuristic
a rule of thumb, generally but not always true
types: availability heuristic and representativeness heuristic
affected by: belief bias and belief perseverance

availability heuristic
judging a situation based on examples of similar situations that come to mind
initially

representativeness heuristic
judging a situation based on how similar the aspects are to prototypes the person
holds in his or her mind