

LEARNING

Classical conditioning

Associative learning

- allows prediction (associate stimuli)
- respondent behavior

Pavlov's dogs (1904 Nobel prize)

- * US (food) leads to:
 - UR (salivation to food)
- * CS (bell) becomes associated with US, leads to:
- * CR (salivation to bell)

Elements of classical conditioning:

- Acquisition
- Extinction
- Spontaneous recovery
- Generalization
- Discrimination

Implications:

Rescorla's research on predictability
Garcia's research of biological predispositions

- * easier to condition food aversions to taste rather than sight or sound
- * easiest to condition behaviors that promote survival

Applications:

Aversive conditioning—pairing a negative stimulus with a desired stimulus can help kick bad habits
Drug addicts sometimes have cravings related to environment
Classical conditioning of immune response (Ader & Cohen study)
Extinction can help cure phobias

Operant conditioning

Associative learning

- consequences of behavior
- operant behavior

Thorndike's Law of Effect

Skinner

- * Operant chamber (Skinner Box)
- * Shaping
 - Successive approximations
- * Discrimination

Reinforcement

Positive reinforcement—pleasurable stimulus after a response (strengthens the response)

Negative reinforcement—reduces or removes a negative stimulus (still strengthens the response)

- * Primary reinforcers (water, food, etc.) vs. secondary reinforcers (money, etc.)

* Schedules of reinforcement

Continuous (rapid learning)

Partial (intermittent)

- Ratio (certain # of behaviors)
 - * Fixed (5 visits to restaurant = free meal)
 - * Variable (slot machine)
- Interval (certain period of time)
 - * Fixed (ex. each day @ 3 p.m.)
 - * Variable (ex. shooting stars)

Punishment

Positive punishment (add bad thing)

Negative punishment (take away good)

- * Both create avoidance behaviors (ex. lie—becomes neg. reinforced)

Latest contributions

Latent learning (Tolman)

- cognitive maps (demonstrate learning after award is given)

Intrinsic motivation (desire to do something for its own sake)

- When rewards are given for activity that is intrinsically rewarding, enjoyment declines (overjustification effect)

Extrinsic motivation (desire to do something for reward)

- Should be recognition for a job well done

Biological predispositions

- Easier to condition behaviors that match natural behavior

Legacy of Skinnerian thinking

- Criticism of deterministic philosophy, dehumanization, loss of personal freedom

Observational learning (modeling)

Mirror neurons (biological basis)

- promote empathy

Bandura's Bobo doll study

Child watches adult, mimics
Increase of violence, aggression

Media influence

Violent crimes—87% on TV,
13% real life

Violent action is correlated to viewing violence (media, video games) - leads to desensitization

DISORDERS (CONTINUED)

Schizophrenia (#5)

Considered the “cancer” of disorders
1% of population worldwide (suggests biological basis)

Involves a break with reality (psychosis)

NOT multiple personality

Common symptoms:

- * Disorganized thinking -
 - Delusions (false beliefs)
 - Paranoid (persecution)
 - Word salad (bizarre speech)
- * Disturbed perceptions
 - Hallucinations (auditory most often)
- * Inappropriate actions/emotions
 - Reactivity
 - Flat affect
 - Catatonia
- Subtypes of symptoms:
 - Positive symptoms (exhibit odd behavior)
 - Negative symptoms (normal behavior absent)
- Either chronic (*process*—develops slowly) or acute (*reactive*—develops quickly)

Patterns:

Paranoid schizophrenia
Disorganized schizophrenia
Catatonic schizophrenia
Undifferentiated schizophrenia
Residual schizophrenia

Explanations of schizophrenia

- Brain abnormalities
- Dopamine overactivity
 - * D4 receptors 6 X normal
 - Glutamate—may relate to negative symptoms
 - Elarged ventricles
 - Shrunken thalamus
- Environmental factors
- * Low birth weight, famine, oxygen deprivation?
 - * Virus during pregnancy? Flu link during 2nd trimester
- Genetic factors
- * Much higher chance of shared schizophrenia with identical vs. fraternal twins
- Psychological factors/warning signs
- * Birth complications
 - * Mother with schizophrenia
 - * Separation from parents
 - * Disruptive or withdrawn behavior
 - * Poor muscle coordination
 - * Poor attention span
 - * Poor peer relationships/solo play
 - * Emotional unpredictability

Typical onset—teens or early 20s

Personality disorders (#16)

Cluster A (eccentric)

- Paranoid personality disorder
- Schizoid personality disorder—odd, withdrawn behavior
- Schizotypal personality disorder—with some schizophrenic-like symptoms

Cluster B (dramatic)

- Antisocial personality disorder—lack of remorse, empathy (mirror neurons); typical onset about 8 yrs.
- Borderline personality disorder—on the borderline of psychosis
- Histrionic personality disorder—dramatic personality
- Narcissistic personality disorder—extreme self-absorption

Cluster C (anxious)

- Avoidant personality disorder—stays away from others
- Dependent personality disorder
- Obsessive-compulsive personality disorder

Somatoform disorders (#8)

- Somatization disorder—body problem caused by psychological problem (ex. ulcers)
- Conversion disorder—psychological problem converted to non-biological physical problem (ex. paralysis in “Heidi”)
- Hypochondriasis

SOCIAL PSYCHOLOGY

Attribution theory

Internal vs. external attributions

- * Fundamental attribution error
- * Actor-observer bias
- * Self-serving bias

Attitude change

Cognitive/affective components of attitudes (attitude vs. opinion)

Action affecting attitudes

- * Foot-in-the-door
- * Door-in-the-face

Persuasion

- * Central route to persuasion
- * Peripheral route to persuasion

Role playing (Zimbardo prison study)

Cognitive dissonance (Festinger)

Group influence

Conformity (Asch study)

- * chameleon effect
- * mood linkage (mimicry)

Normative social influence vs. Informational social influence

Obedience (Milgram's study)

Group behavior

Social facilitation vs. social inhibition

- * related to Yerkes-Dodson law

Social loafing

Deindividuation

- * loss of identity, others don't know who you are

Group polarization

- * movement to more extreme positions

Groupthink (Janus)

- * influenced by desire for harmony

Minority influence

- * self-confidence, determination key

Prejudice (attitude) — leads to discrimination (behavior)

- * Social roots: social inequality, blame-the-victim, in-group vs. out-group leading to in-group bias
- * Emotional roots: Fear, anger (leads to scapegoating)
- * Cognitive roots: Categorization, availability heuristic, just-world phenomenon
- * Jane Eliot study—children and stereotyping - self-fulfilling prophecies

Aggression and conflict

Biology: genetics, amygdala, decreased frontal lobe activity, testosterone levels

Psychology

- * Frustration-aggression principle
- * Modeling (observational learning)
- * Social scripts (mental tapes on how to act)
- * Video games?
- * Catharsis hypothesis (builds more anger)

Conflict

- * Social traps
 - pursue self-interest, everyone loses
- * Enemy perceptions
 - mirror-image perceptions

Attraction and altruism

Passionate love (two-factor theory) vs. companionate love (key is equity, self-disclosure)

- * Physical attractiveness key
- * Similarity
- * Proximity (mere exposure effect)

Altruism

Bystander affect

- * diffusion of responsibility
- * pluralistic ignorance
- * Explained by social exchange theory
 - * Reciprocity norm
 - * Social responsibility norm

Peacemaking, GRIT

- * Superordinate goals