

i >clicker

One of the best ways to remember factual information is to relate it to something personal. In this way, you are taking advantage of your _____ memory to aid retrieval from your _____ memory.

- A. implicit; explicit
- B. semantic; episodic
- C. episodic; semantic
- D. explicit; implicit

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Companies pay for product placement in movies because they assume that it increases the likelihood that viewers will later buy the product.

If a person's attitudes toward a product is unconsciously influenced by product placement, this effect is likely due to existence of the item in:

- A. explicit memory
- B. semantic memory
- C. implicit memory
- D. procedural memory

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Your textbook states, "Police officers and prosecutors influence memory -- both unintentionally and intentionally -- through the ways in which they conduct the identification process. They can shape, and even generate, what comes to be known as eyewitness testimony" (Simon, 2003)".

This statement best refers to which type of memory distortion?

- A. suggestibility
- B. memory bias
- C. source misattribution
- D. transience

Little Albert

Classical Conditioning: Little Albert


Unconditioned Stimulus → Unconditioned Response
+
Neutral Stimulus
AFTER CONDITIONING
Conditioned Stimulus → Conditioned Response

Classical Conditioning: Key Ideas

- Passive
- Learning predictive connections
- Does not account for the individual's actions
- Resulting learning considered implicit memory


Operant Conditioning

- AKA instrumental conditioning
- Learning process in which the **consequences** of a behavior **determine the likelihood** of whether that behavior will be performed in the future



Operant Conditioning: Key Ideas

- Active
- Learning behaviors and consequences
- Resulting learning considered explicit memory



Reinforcements/Punishments

	Reinforcement	Punishment
Positive	<p>ADDING a desirable stimulus to increase a behavior</p> <p>EX. Ice cream for cleaning room.</p>	<p>ADDING an undesirable stimulus to decrease a behavior</p> <p>EX. Spanking for talking back.</p>
Negative	<p>TAKING AWAY an undesirable stimulus to increase a behavior</p> <p>EX. Don't have to do laundry if room is cleaned.</p>	<p>TAKING AWAY a desirable stimulus to decrease a behavior</p> <p>EX. No TV for talking back.</p>
