

PERCEPTION

gestalt theory → integrate pieces into wholes

→ figure and ground: something against a background

grouping - tendency to organize stimuli into groups

perceptual constancy - enables us to perceive object as unchanging

perceptual set - mental predisposition to perceive one thing but not the other

Consciousness Ch. 7

circadian rhythm - biological clock (regular bodily rhythm)

Stages of sleep

AWAKE

STAGE 1

STAGE 2 - sleep spindles (bursts of rapid activity)

STAGE 3 

STAGE 4  delta waves slow

REM breathing is rapid, irregular, eyes dart, dreams

disorders

insomnia - can't fall asleep / trouble staying asleep

narcolepsy - periodic overwhelming sleepiness

apnea - tired/irritable (overweight men)

night terrors - children - talk incoherently, x2 heart/breathing rate, terrified
- not dreams

Hypnosis - must be intelligent, must be willing

drugs - withdrawal/dependence

↳ receptor sites: dopamine high

LEARNING Ch. 8

associative learning → learning that 2 events occur together

↳ conditioning: process of learning associations

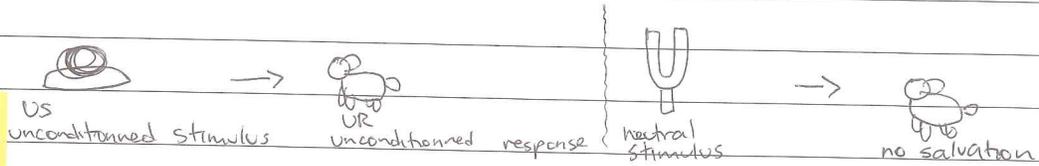
OPERANT - associate a response and its consequence

CLASSICAL - associate 2 stimuli to anticipate events

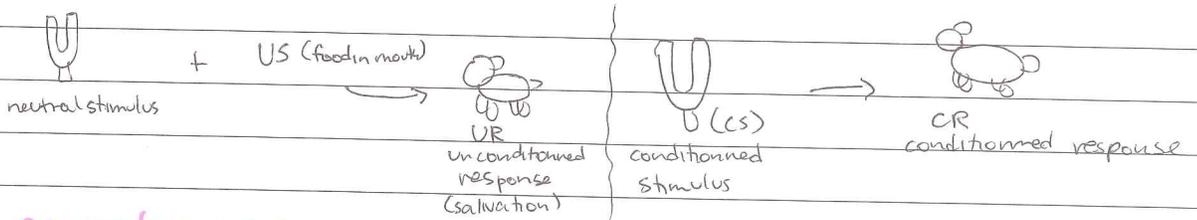
behaviorism - view that psychology studies without reference to mental processes

PAVLOV

BEFORE CONDITIONING



DURING CONDITIONING



acquisition - initial learning

extinction - diminished response

spontaneous recovery - reappearance of a weakened CR (shorter time)

generalization - once a stimuli has been conditioned, similar stimuli elicit similar responses

discrimination - learned ability to distinguish between conditioned stimulus and US

CC - Watson, Pavlov → events it doesn't control

OC - Thorndyke, Skinner → behaviour and resulting events

reinforcement (encouragement)	give +	take away -	respondent - automatic response
punishment (discouragement)			operant - operates on environment

primary reinforcement - innate reinforcement (satisfies biological need)

conditioned reinforcement - gains reinforcement through its association (eg money)

↳ continuous reinforcement - reinforcing every time

↳ partial reinforcement - reinforcing part of the time (slow acquisition but resistant to extinction)

Fixed-ratio schedules - reinforce behaviour after a set #
 Variable ratio schedule - reinforce after unpredictable # of response
 Fixed interval - reinforces after a specific time
 Variable interval - reinforces at unpredictable time intervals

	time	#
set response	FI	FR
uncertain	VI	VR

Cognitive map → mental representation of environment

Latent learning - learning that isn't apparent until there is an incentive to demonstrate it

Intrinsic vs Extrinsic
 do something for its own sake action for a reward/punishment

OBSERVATIONAL LEARNING - learn by watching others

Modeling → observing and imitating behaviour

Mirror neurons - neurons that fire when performing certain actions / observing

Albert Bandura - Bobo

CHAPTER 9: MEMORY → persistence of learning over time through storage/retrieval of information

FLASHBULB MEMORY - CLEAR memory, emotionally significant moment



ENCODING → STORAGE → RETRIEVAL
 - processing of info - retention of info - process of getting info out of storage

Sensory memory - immediate, very brief recording of sensory information

Short term	long term
- activated, holds few items briefly	- relatively permanent / limitless storehouse
- information is stored or forgotten	- knowledge, skills, experiences

Working memory - conscious, active processing (auditory/visual-spatial)
 automatic processing - unconscious encoding of incidental information