

- 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

- activated, holds few items briefly
- information is stored or forgotten

long term

- relatively permanent / limitless storehouse
- knowledge, skills, experiences

Working memory - conscious, active processing (auditory/visual-spatial)

automatic processing - unconscious encoding of incidental information

ENCODING

Automatic: space, time, frequency

Effortful: - attention + effort

↳ rehearsal = repetition

next in line effect: go around circle, forget person just before

right before sleep = not remembered / last hour before sleep = remembered

sleep learning ← NOT REAL

↳ spacing effect: distribution over time is effective

serial position = only remember first and last

encoding

visual - pictures

acoustic - sound (sound of words)

semantic - meaning (meaning of words)

imagery → mental images

mnemonics - memory tricks

chunking - organizing info

STORAGE → retaining

Sensory - iconic - momentary visual memory (few tenths of a second)

echoic - ↑ same thing but auditory

working / short term - recall is better for #'s than letters

long term - almost limitless storage

↳ in the brain

- synaptic changes

LTP - increase in a synapse's firing potential

- stress hormones

↳ stronger experiences = stronger memories

prolonged stress reduces memories / capacity

amnesia - memory loss

implicit memory - retention independent of conscious recollection

explicit memory - facts / experiences one consciously knows

Hippocampus - limbic system for processing memories

↳ cerebellum stores implicated memories

↳ procedural memory

RETRIEVAL - context

priming - activation of associations in memory

deja vu - "seen before"

moods bias memories

↳ mood-congruent: recall experiences consistent with one's mood

- FORGETTING -

3 sins of forgetting

- absent-mindedness (inattention to details)
- transience - storage decay over time
- blocking - inaccessibility of stored info (tip of the tongue)

3 sins of distortion

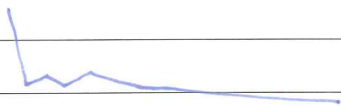
- misattribution - confusing the source
- suggestibility - lingering effects of misinformation
- bias - belief colored recollection

one sin of intrusion

- persistence - unwanted memories

Encoding failure - without effort, memories never encode

storage decay - curve of forgetting



Retrieval failure - interference

part is in the way

- ↳ proactive - disruption of prior learning on recall of new info
- ↳ retroactive - disruption of new learning on recall of old info

motivated forgetting - people unknowingly revise their own histories

repression - defense mechanism

remembered

ative

Images
many tricks
izing info

second)

potential

capacity

action

aws