

Name: _____ Date: _____

Unit 4 - How do we Learn and Think?

1. Russian Psychologist, discovered classical conditioning. A. A treat
2. What is the diminishing of a conditioned response? B. Thorndike
3. Who established the law of effect? C. Sensory
4. What is it called when a reinforcement schedule has a set amount? D. Modeling
5. What is it called when a reinforcement schedule is based on the time? (hours, days, months, etc.) E. Long-Term Potentiation (LTP)
6. What is the name of the model for understanding Memory? F. Observational
7. What is an example of a primary reinforcement for a dog? G. Encoding
8. Where is explicit memory stored? H. Fixed
9. Where is implicit memory stored? I. Extinction
10. What is it called when a memory is very emotional and intense? J. Ivan Pavlov
11. At what stage does echoic and iconic memory take place? K. Hippocampus
12. What is the process of observing and imitating a specific behavior? L. Cerebellum and Basal Ganglia
13. What type of learning did the BoBo doll experiment express? M. Interval
14. What is the word for getting information into our brains? N. Flashbulb
15. What is the physical basis for learning and memory? O. Alkinson-Shiffrin Model