Directions: Use this study guide to help you prepare for the upcoming Unit II Test on Cognition and Learning.

Section 1: Conditioning

1. What were the contributions of Ivan Pavlov to the ideas of learning?

2. What is classical conditioning and how is it used to teach new behaviors?

3. Explain the following principles of classical conditioning
   a. Unconditioned Stimulus –

   b. Conditioned stimulus –

   c. Conditioned response –

   d. Unconditioned response –

   e. Acquisition –

   f. Extinction –

4. Explain three different ways classical conditioning can be used.
   a.

   b.

   c.

5. What were the contributions of B.F. Skinner to the ideas of learning?

6. What is operant conditioning and how is it used to teach new behaviors?

7. Explain the following principles of operant conditioning
   a. Reinforcement –

   b. Punishment –

   c. Positive Reinforcement –

   d. Negative Reinforcement –

   e. Shaping –

    f.   Discrimination –

    g.   Extinction –

    h.   Schedules of Reinforcement -

Section 2: Cognition

1. How do each of the following types of learners best learn information?
   a. Auditory –
   b. Visual –
   c. Kinesthetic –
   d. Read/Write –

2. In terms of learning explain what the term Encoding means.

3. What is the difference between Automatic Processing and Effortful Processing?

4. Explain the following terms in relation to learning
   a. Primary Learning -

   b. Recency Learning –

   c. Chunking –

   d. Mnemonic Devices –

   e. Method of Loci –

   f. Peg-Word System –

5. What is Distributed Rehearsal and what is Massed Rehearsal? Which one is more effective and why?

6. Explain the following terms connected to memory storage
   a. Implicit Memories –

   b. Explicit Memories –

   c. Iconic Store –

   d. Echoic Store –

7. What is Short Term Memory? What types of information goes in here? Typically how long does it last?

8. What is Long Term Memory? What types of information goes in here? Typically how long does it last?

9. In terms of recalling information what is recall memory and what is recognition memory?

10. What is the context effect of recalling information?

11. What is state dependent memory?

12. Define what Bloom's Taxonomy is and how it is used to encourage learning.

13. Explain the each of the different learning styles in Bloom's Taxonomy
    a. Cognitive –

    b. Affective –

    c. Psychomotor

Section 3: Motivation
1. How is the idea of motivation connected to the ability to learn new behaviors?

2. What is Drive Theory and how does it explain human's motivations for doing different things?

3. As opposed to Drive Theory, what is Homeostasis and how is it used to explain behavior?

4. What is the difference between intrinsic and extrinsic motivation?

5. What are incentives and how can they encourage learning?

6. What is over-justification and how can they actually hurt learning?

7. What are the differences between primary and secondary motivations?