**Names and Terms to Know From Unit 4:**

**Learning and Cognition**

**Names**

* **Ivan Pavlov (1849-1936)**
* **John B. Watson (1878-1958)**
* **B.F. Skinner (1904-1990)**
* **Albert Bandura (1925- )**
* **John Garcia (1917-2012)**
* **Edward Thorndike (1874-1949)**
* **Edward C. Tolman (1886-1959)**
* **Mary Cover Jones (1897-1987)**
* **Hermann Ebbinghaus (1850-1909)**
* **Noam Chomsky (1928- )**
* **Elizabeth Loftus (1944- )**

**Terms**

**(Learning)**

* Learning
* Behaviorism
* Classical Conditioning
* Associative Learning
* Neutral Stimulus
* Unconditioned Stimulus (US or UCS)
* Conditioned Stimulus (CS)
* Unconditioned Response (UR or UCR)
* Extinction (Classical Conditioning)
* Spontaneous Recovery (Classical Conditioning)
* Generalization (Classical Conditioning)
* Discrimination (Classical Conditioning)
* Aversive Conditioning
* Second-order or Higher-order Conditioning
* Learned Taste Aversions (Garcia Effect)
* Operant Conditioning
* The Law of Effect
* Reinforcement
* Positive Reinforcement
* Negative Reinforcement
* Punishment
* Positive Punishment
* Omission Training or Negative Punishment
* Shaping
* Chaining
* Extinction (Operant Conditioning)
* Spontaneous Recovery (Operant Conditioning)
* Generalization (Operant Conditioning)
* Discrimination (Operant Conditioning)
* Primary Reinforcers
* Secondary Reinforcers
* Token Economy
* Reinforcement Schedules
* Fixed-Ratio (FR) Schedule
* Variable-Ratio (VR) Schedule
* Fixed-Interval (FI) Schedule
* Variable-Interval (VI) Schedule
* Instinctive Drift
* Observational Learning (Modeling)
* Latent Learning
* Cognitive Map
* Insight Learning

**(Cognition)**

* Memory
* Three-Box/Information-Processing Model
* Levels of Processing Model
* Sensory Memory
* Selective Attention
* Short-Term Memory (Working Memory)
* Chunking
* Mnemonic Devices
* Encoding
* Storage
* Rehearsal
* Long-Term Memory
* Episodic Memory
* Semantic Memory
* Procedural Memory
* Explicit Memories (also called Declarative Memories)
* Implicit Memories (also called Nondeclarative Memories)
* Misinformation Effect
* Retrieval
* Recognition
* Recall
* Primacy Effect
* Recency Effect
* Context Effects
* Serial Position Effect (also Serial Position Curve)
* Flashbulb Memories
* Rosy Retrospection
* State-Dependent Memory
* Mood Congruent Memory
* Constructed (or Reconstructed) Memory
* Relearning Effect
* Retroactive Interference
* Proactive Interference
* Transience
* Anterograde Amnesia
* Retrograde Amnesia
* Long-term Potentiation
* Phonemes
* Morphemes
* Syntax
* Language Acquisition
* Linguistic Determinism
* Overgeneralization or Overregularization
* Language Acquisition Device
* Linguistic Relativity Hypothesis
* Prototypes
* Images
* Algorithm
* Heuristic
* Mental Set
* Representativeness Heuristic
* Availability Heuristic
* Belief Bias or Belief Perseverance
* Functional Fixedness
* Confirmation Bias
* Babbling Stage
* One-word Stage
* Two-word Stage
* Aphasia