

TOP 309 (and their locations in the text; where the page is not available, the definition is provided)

1 **Aaron Beck's** view of depression 695

2 **absolute threshold** 199

3 **achievement vs. aptitude tests** 444-5

4 **action vs. resting potential** 55

5 **acuity-vision** 206

6 **Ainsworth Strange Situation** (Paradigm) 156-7

7 **Albert Bandura:** major view on learning and **Bobo Doll experiment** 343

8 **Albert Ellis** - Rational Emotive Therapy (RET) *Confrontational Cognitive therapy*; Challenges illogical thought, self defeating attitudes

9 **Alfred Adler - inferiority complex** A cluster of repressed fears, based on physical inferiority; It describes feelings of inferiority and the overcompensation that often ensue

10 **all-or-nothing law** (all-or-none) of neural firing 56

11 **altruism** 764-7

12 **American Psychological Association** (APA) first American research lab by *G. Stanley Hall, 1883*; APA founded 1892, *G. Stanley Hall first pres.*

13 **amnesia (anterograde & retrograde)** Anter- can't remember anything after the accident; retro-can't remember anything before

14 **apparent motion** is the illusion of movement in a stationary object; it illustrates higher level processing in the brain; movies and tv are examples where the brain creates apparent motion from still pictures

15 **arousal** 471-2

16 **Asch's conformity study** (line segments) 732-4

17 **attachment** 155-161

18 **attribution theory** 724-6

19 **aversive conditioning** (good or bad?) 692-3

20 **aversive conditions:** conditions that do not reinforce a behavior; operant conditioning

21 **Babinsky response** a baby's foot fans out the toes when the bottom is stroked  
other reflexes: *moro*, a startled infant flings arms out and then acts like hugging; *palmar*, strong hold on any object placed in the hand; *sucking*; these offer protection or promote survival

22 **behavior as being adaptive** relates to the *evolutionary psychology* approach originating with Darwin; genes that result in behaviors that are adaptive and useful allow those individuals to survive and reproduce; the result of evolution through *natural selection*

23 **bell curve (normal distribution)** 447, Fig. 11.5

24 **Benjamin Whorf's theory of linguistic relativism** (determinism) 418-20

25 **binocular disparity** 245-6

26 **blind spot** 206

27 **blood brain barrier** 60

28 **brain: what part do we share with animals? How do we differ?** Reptilian, mammalian and human brains: 70-80

29 **brainstorming** a group leader defers to all members for free, uncritical expression of ideas by members of a group to more effectively solve a problem

30 **Broca's aphasia** (expressive) located in left frontal lobe 80-1

31 **bystander intervention:** factors that influence it 765-66

32 **Cannon's critique of James-Lange theory** 514

33 **Carl Rogers:** person (client) centered therapy 689-90

34 **Carol Gilligan's critique of Kohlberg's moral development theory** (*Colleague of Kohlberg*) Emphasized the study of female moral reasoning and found differences with males

Females have a care orientation and males have a justice orientation

**35 chaining** for *operant conditioning*, the last, or target response is reinforced with a primary reinforcer first; you can work backwards reinforcing a long chain of behavior that leads to the target behavior; an example would be when a parent taught you to eat with a spoon; the food is the primary reinforcer;

**36 character disorders:** major ones 677-79

**37 chunking** 359-60

**38 classical conditioning** ( & can you distinguish it from operant conditioning) 339 Table 8.3

**39 Clever Hans experiment** a horse who could do math problems; experimenters were sending signals to him; points out the problem of *experimenter effect, or experimenter bias* in affecting the results of an experiment

**40 cognitive dissonance** 728-30

**41 color blindness:** kinds 212-13

**42 complementary colors** 212

**43 conflicts:** four kinds-- approach-approach, approach-avoid, avoid-avoid, double approach-avoid (approach is something you want; avoid is something you dislike)

**44 control group**(or condition) 37

**45 correlation coefficients** 30

**46 cortexes of the brain:** major ones 74-82

**47 cross cultural studies** they test hypotheses across groups to see if principles apply across cultures; some behaviors are *culture specific or culture bound*

**48 cross sectional studies** 183

**49 crystallized intelligence:** acquired and usually does not decline with age 184

**50 CS-CR-UCS-UCR** 316-7

**51 Daniel Goleman's views on emotional intelligence** the ability to feel, deal with and recognize emotion. includes: Being self aware; Managing and using effectively; empathy

**52 David McClelland's achievement motivation studies** Believed fantasies would reflect achievement concerns; High achievers like moderately difficult tasks: they can attribute success to their own skills

**53 defense mechanisms:** major ones 599-600

**54 deindividuation** 739

**55 deinstitutionalization** from the *community mental health movement of the 1960s*, an attempt to make treatment avail. In the local community; drugs and mental health services would be provided outside the isolated hospital environment.

**56 dendrite** (purpose of) 55

**57 depression:** tricyclic antidepressants are most widely used to treat it 713-15

**58 descriptive vs. inferential statistics** *descriptive* provide summary pictures of the patterns of data; examples would be frequency distributions, graphs and measures of central tendency, variation and correlation. *Inferential* tell us which conclusions we can make from the data, using probability theory to determine whether the data occurred by chance; statistically significant data is when there's less than a 5 in 100 chance (shown as  $p < .05$ ) its due to chance;

**59 determinism** the idea that all physical, behavioral, and mental events are determined or caused by specific factors in the environment or

within the person; Bandura's reciprocal determinism includes the environment as a factor in shaping personality

**60 developmental psychology** 139

**61 Diagnostic Statistical Manual of Mental Disorders** ( purpose and limits) 644-645

**62 difference threshold** (jnd) 201

**63 discrimination** (in learning theory and race relations) learning: 320, 328-29; race relations 743

**64 displacement** 600

**65 dissociative disorders** 656-7

**66 dominant responses** (aided by social facilitation) are the ones we know best; *Robert Zajonc* says when others are present we become aroused; *social facilitation* is when we perform better because others are around; *social impairment* leads to worse behavior with others present; the harder the task the more likely you are to be impaired; the easier the task, facilitated.

**67 Down syndrome** 452

**68 dream analysis** 687

**69 drives** 471

**70 Ebbinghaus' research on memory** 354-55

**71 echoic memory** 362

**72 effects of marijuana** 303-4

**73 eidetic memory** an *iconic memory* that keeps objects in front of the viewer for about a minute so they can be analyzed; 5 % of school children may have, but very few adults

**74 electroconvulsive shock therapy** 715-16

**75 Elizabeth Loftus' research on eyewitness testimony** 387-390

**76 endocrine organs** and hormones secreted by them 65-67

**77 endorphins** 59-60

**78 engram** the storage of learned material in the brain; popularized by *Karl Lashley*

**79 episodic memory** (a.k.a. flashbulb) 351

**80 equity theory of relationships** people are happiest in relationships where the give and take are about equal; if one person is getting too little from the relationship, then not only are they going to be unhappy with this—the person getting more out it will also feel guilty about this imbalance.

**81 Erik Erikson's stages of psychosocial development** 170, Table 4.2

**82 ethics of testing** 464-466

**83 experiment:** be able to design one 36-39

**84 false consensus effect** 606

**85 feature (signal) detector cells:** Hubel & Wisel's research on visual processing 209-210

**86 feature analysis** refers to pattern recognition conducted by the visual center of the brain; organizing the stimuli sensed

**87 feral children** aka "Wild Child" children raised by animals; human contact is needed or we are physically, socially, and emotionally stunted

**88 fetal alcohol syndrome (FAS):** characteristics 142

**89 figure - ground - phenomenon** 242-43

**90 foot-in-the-door phenomenon** 727

**91 formal operations** (one of Piaget's stages of cognitive development) 148, 154

**92 fovea** 206

- 93 Francis Galton's research** His research lead to the *eugenics movement*.  
His goal: link strength, reaction time, sensory abilities and head size to general mental abilities
- 94 free association** 597, 687
- 95 frequency polygon** a line figure used to represent data from a frequency distribution
- 96 Freudian dream analysis:** two levels of interpretation 286
- 97 Freud's stage of psychosexual development** 598-99
- 98 frustration-aggression hypothesis** (or principle) 751
- 99 functional fixedness** 400
- 100 fundamental attribution error** 724
- 101 galvanic skin response (GSR)** a measure of perspiration in the skin that is thought to reflect anxiety-related physiological arousal
- 102 ganglia** cells in the retina that generate action potentials
- 103 Ganzfeld Procedure** Ganzfeld Experiment: a procedure for testing ESP; the subject is sensory deprived before the test is conducted; advocates claimed evidence of esp; critics highlighted flaws in procedures
- 104 Gate Control Theory of Pain** 226-27
- 105 generalizability of a study:** being able to apply the results of a study to people beyond the group of people in the study; the people in the study are the *sample*, but the group of interest is the *population*.
- 106 genotype & phenotype** genes from parents containing 23 sets of chromosomes, and *phenotype*, how you actually look and act based on your inheritance and the interacting environment
- 107 Gestalt theory** 242-43
- 108 glial cells** 75-76
- 109 group therapy** (advantages of) 697
- 110 groupthink** 740-41
- 111 gustatory sense:** detects only sweet, sour, salty, bitter and umami sense of taste 229-231
- 112 habituation** 143
- 113 Hans Seyle's General Adaptation Response (or syndrome, GAS)** 552-53
- 114 Harry Harlow's research with surrogate mothers** 163-64
- 115 Hawthorne Effect** changes in behavior that occur when people know others are observing them; from the Hawthorne electric plant studies in Cicero, IL between 1924-1932
- 116 heuristics:** major types---representative and availability, 397-8, 401-3
- 117 hierarchy of needs (Maslow)** can you put them in order? 472-3
- 118 high vs. low self-monitors:** highs are better at making a good first impression by adjusting their presentation to produce the desired response; they control their emotions well and are good actors; they are better at spotting deception and judging personalities
- 119 hindsight bias** 20-1
- 120 histogram** a graphic presentation of data that consists of a set of bars
- 121 homeostasis** 471
- 122 Howard Gardner's view of multiple intelligence** 433-4 (Table 11.1)
- 123 hue:** (British term for color) 205
- 124 hybrid:** an organism that is the offspring of genetically dissimilar parents or stock; especially offspring produced by breeding plants or animals of different varieties or breeds or species
- 125 hypnosis:** major theories of 290-96
- 126 hypothalamus** 73-4, 475, 490
- 127 id, ego, superego** 598

**128 IDEAL** (strategy for solving problems) identify the problem, develop solutions, evaluate ideas for solutions, act-apply the solution, look back---evaluate

**129 identical twin research** 97-99, 116-17

**130 identification vs. internalization** (Freudian terms) Sigmund Freud, internalizing your parents' and cultural values leads you to develop your superego

**131 illusory correlation** 33-34

**132 imaging techniques:** PET, CAT, MRI, FMRI 68-70

**133 imprinting** 156

**134 incentives** 471

**135 independent/dependent variables** 38, 39

**136 induced motion** when you're tricked into seeing movement: looking up at the sky on a cloudy night you "see" the moon move through the clouds; the frame of reference is wrong

**137 inductive vs. deductive reasoning** reasoning from the specific to the general-drawing conclusions about all based on observing only some v. reasoning from the general to the specific-finding the most important clue from a number of them.

**138 industrial (organizational) psychology** 499

**139 ingroup and outgroup bias** 746-7

**140 inner ear - vestibular sense** 234

**141 instinct** 470-1

**142 instrumental - operant conditioning** *E.L. Thorndike* explained that operant responses are conditioned to recur when they are instrumental in receiving rewards

**143 Intelligence Quotient (I.Q.)** 442-4

**144 intelligence tests** (major kinds used) 442-450

**145 interference** (proactive vs. retroactive) 379-380

**146 internal consistency and reliability:** the extent to which tests or procedures assess the same characteristic, skill or quality. It is a measure of the precision between the observers or of the measuring instruments used in a study. Example: a researcher designs a questionnaire to find out about college students' dissatisfaction with a particular textbook. Analyzing the internal consistency of the survey items dealing with dissatisfaction will reveal the extent to which items on the questionnaire focus on the notion of dissatisfaction.

**147 internalization (from Freud)** incorporating attributes of a person of importance into one's personality; from the area of learning: adopting new ideas or skills

**148 James-Lange theory of emotions** 514

**149 John Garcia's ideas on the limits of conditioning** 321-22

**150 just-world phenomenon** 748

**151 Karen Horney's views on development** 601

**152 kinesthetics** (sense) 233-34

**153 Kohlberg's stages of moral reasoning** 168-69, Fig. 4.22

**154 Kubler Ross' stages of dying** Terminally ill pass thru 5 stages (*dabda*)

*Denial* unacceptance of illness. *Anger* ask, Why me? *Bargaining* with God

*Depression* loss of everything and everyone *Acceptance* peaceful, accepting one's fate

**155 L-dopa** the levorotatory form of dopa; as a drug it is used to treat Parkinson's disease

**156 learning curve:** refers to rapid progress in initial stages of learning followed by a drop off with continued practice

**157 limbic system:** structures and function 72-74

- 158 **linear perspective** 248
- 159 **linkage analysis**: the use of several DNA sequences that are near or within a gene of interest to track within a family the inheritance of a disease-causing mutation in that gene
- 160 **lithium** (bi-polar disorders) 715
- 161 **localization of sound** (how is it done? Why are two ears needed?) 219-220
- 162 **long term potentiation** 365-66
- 163 **longitudinal study** 183
- 164 **loss of information from short term memory** 351-53, 362-3
- 165 **major neurotransmitters** serotonin, acetylcholine, dopamine, endorphins (59-60), GABA, norepinephrine; see chart p. 58
- 166 **Martin Seligman's "learned helplessness"** 625-626
- 167 **measures of central tendency**: mean, median, mode 41
- 168 **measures of variability**: range and standard deviation 42-3
- 169 **memory**: kinds ( sensory, short-term, long-term) 351
- 170 **mental age** 442
- 171 **mental set** 400
- 172 **metacognition**: the knowledge of what strategies to apply, when and how so that new knowledge can be developed
- 173 **method of loci**: a *mnemonic* memory device where you remember things by their location
- 174 **milieu therapy**: *humanistic* approach for treating *schizophrenia* by creating climate of self respect, responsible behavior, and meaningful activity
- 175 **Minnesota Multiphasic Personality Inventory (MMPI)** Test: use for what? 616-18
- 176 **misinformation effect** 381-3
- 177 **modeling**; for learning, 341; for aggression, 752-4
- 178 **monocular vs. binocular depth cues** 246-9
- 179 **motion aftereffect**: occurs when you gaze at a moving object for a long period of time then look at something stationary; the new thing appears to move in the opposite direction; also called the waterfall effect; this is evidence that motion-sensitive neurons exist in the visual cortex
- 180 **motion parallax**: a depth cue whereby the difference in the apparent rate of movement of different objects gives you information about the relative distance of the objects; for example, objects that would be nearer to you would speed across your visual field; 248
- 181 **myelin sheath**: where and purpose? 55
- 182 **narcissism** self love; excessive amounts can relate to personality disorder 677
- 183 **nature vs. nurture controversy** 8-10, 134-37
- 184 **nervous system**: major parts 61-65
- 185 **neuron**: three basic parts 55-56
- 186 **neurotransmitters**: major kinds (see no. 165)
- 187 **newborn baby reflexes** (see no. 21)
- 188 **next-in-line-effect** you tend not to remember what was said by people who speak before you do; you're too preoccupied with rehearsing what you're going to say, thus you don't encode what they said in your memory
- 189 **normative social influence** 733
- 190 **norms** 120
- 191 **novelty preference** (see no. 112)
- 192 **obesity** (role of hypothalamus) 585-588
- 193 **Obsessive Compulsive Disorders** (OCD) 651-2
- 194 **occipital lobe** 76-7
- 195 **Oedipal conflict** 598-9

196 **one eye problem** - what you couldn't do well if you had only one eye 245-6

197 **operationalizing a definition** 25

198 **opponent-process theory of emotions** Richard Solomon: when one emotion is experienced the opposite is suppressed; is used to explain thrill seeking behavior but little evidence has been found for it

199 **opponent-process theory of visual processing** (afterimages) 213

200 **optic disc** hole in the retina where the optic nerve exits the eye; no receptors here

201 **optic nerve** 206

202 **pancreas** regulates level of sugar in blood, releasing insulin, as part of the endocrine system; also part of the sympathetic nervous system (the arousal system)

203 **panic attacks** (& what's the best treatment?) 650

204 **paradoxical sleep**: why is REM called this? 276, 288-9

205  **paresis** a disorder characterized primarily by impaired mental function caused by damage to the brain from untreated syphilis.

206 **perceptual constancy** (size, color, shape) 250-253

207 **perceptual set** 257-261

208 **personal space** 120

209 **perspectives in psychology** (major ones) see Table 1, page 11

210 **phenylketonuria (PKU)** *phenylketonuria*, it causes the body to create toxins out of milk or other food; an inherited cause of *mental retardation*

211 **phi phenomenon** 250

212 **phonemes vs. morphemes** 410-11

213 **photoreceptors** nerve cells in the retina that code light energy into neural activity

214 **Piaget's stages of cognitive development** see Table 4.1, page 148

215 **pineal gland** (function and what makes it unique?) part of the *endocrine system*, releasing *melatonin* which adjusts our biological clocks (circadian rhythm)

216 **pitch** 216-219

217 **pituitary gland** 66

218 **plasticity** 82-3

219 **positive reinforcement** 329

220 **post traumatic stress disorder** 652-3

221 **Premack principle** a preferred activity can serve as a reinforcer for any other less preferred activity; *operant conditioning*; example: parent lets you use their car if you first mow the lawn; David Premack

222 **primacy effect** the ability to recall accurate the first several items in a list

223 **projective tests**: TAT & Rorschach 602

224 **prosocial behavior**: what is it and give an example 343-4

225 **proximity** (effects on relationships) important aspect of attraction; the more often we make contact with someone the more likely we are to like them; *the mere exposure effect* relates; most of our friends are neighbors, co-workers, or classmates: we see them more often 244, 758

226 **prototype** 396-7

227 **punishment**: why it may not be effective and might backfire 332-3

228 **Rational Emotive Therapy** (see no. 8)

229 **reality principle** (function of ego) 598

230 **recessive vs. dominant genes**: a recessive gene will not show up unless paired with a recessive gene; a dominant gene takes precedence over other genes for a particular trait

**231 reflex arc** the simplest neural pathway; represents a basic activity of the nervous system: response to a stimulus without willful initiation (its involuntary); except for skilled movements, body motions are largely reflexive: heartbeat, respiratory movements, digestive activity, postural adjustments, digestive activity, postural adjustments; contains the *receptor, sensory neuron, interneuron, motor neuron, and effector*

**232 reliability vs. validity** in testing 448

**233 REM sleep** 276-79

**234 repression** 604-5

**235 reticular formation:** related to sleep, arousal, attention 71

**236 retinal disparity** (a.k.a. binocular disparity) 246

**237 Robert Rescorla's findings on conditioning** 321

**238 rods and cones** (structures & differences) 206-8

**239 rooting reflex** 142

**240 sample** 28, 42

**241 scatterplot:** most often used to plot correlations 30-32

**242 schedules of reinforcement** (5 kinds - which are most effective?) 329-331

**243 schema** 147, 258

**244 schizophrenia** 669-677

**245 selective attention** 237-240

**246 self-efficacy** (*Albert Bandura*), learned expectations about the probably of success in a given situation; if you think the environment responds to your efforts you're more likely to be active and self assured

**247 self-fulfilling prophecy** acting in ways that verify or live up to expectations

**248 self-serving bias** 633-636

**249 semantic memory** 356

**250 serial position effect** 356

**251 set point** 476, 585

**252 sexual characteristics** (primary vs. secondary) 165

**253 sexual identity vs. gender identity** 599

**254 shaping** 328-9

**255 signal detection theory** 199-200

256 sleep disorders: major kinds 284 ff.

**257 sleeper effect** strong arguments that are initially not very persuasive because they come from questionable sources, but become persuasive over time; you forget the source, remembering the argument and begin to believe it

**258 social cognitive theory** 623-631

**259 social exchange theory** 766

**260 social facilitation** 738

**261 social loafing** 738

**262 social trap** 756

**263 somatoform disorders:** major kinds psychological problem; there are symptoms of a physical disorder without a physical cause; classic one is *conversion disorder*; example, the person is blind but has no physiological problem; another: *hypochondriasis*, an unjustified fear one is sick

**264 somatosensory cortex:** location and used for what sense? 77

**265 stages of learning** (acquisition, extinction, spontaneous recovery, etc.) 318-319

**266 standard deviation** 42

**267 Stanley Milgram's experiment with obedience** 734-737

**268 Stanley Schachter's Two Factor Theory** 514

- 269 **stereotype** 743
- 270 **stimulus generalization** 319-320
- 271 **stranger anxiety** 155
- 272 **systematic desensitization:** a.k.a. a kind of counterconditioning 690
- 273 **Tay-Sachs disease** metabolic disorder resulting from a pairing of recessive genes with the child progressively losing their mental functioning, vision and motor ability over two to four year period, eventually dying; people of Jewish ancestry carry the gene
- 274 **testable hypothesis** 25
- 275 **thalamus** (& what sense doesn't get routed through here?) 72
- 276 **Thorndike's Law of Effect** 327
- 277 **thyroid gland** an *endocrine system* gland that controls metabolic rate
- 278 **token economy** 693
- 279 **Tourette's syndrome** a tic, or motor control disorder; *dopamine* blockers control their involuntary movements
- 280 **tragedy of the commons** the "commons" is any resource which is shared by a group of people; however, selfish households accumulate wealth from the commons by acquiring more than their fair share of the resources and paying less than their fair share of the total costs; ultimately, as population grows and greed runs rampant, the commons collapses and ends in "the tragedy of the commons" (*Garrett Hardin*)
- 281 **transduction** 204
- 282 **Turner's syndrome** (X with missing chromosome) a sex linked chromosomal abnormality; the child has one X chromosome instead of two, with the second being defective or missing; he is short, with webbed neck, eyelid folds, and a shield like chest
- 283 **validity:** different kinds
- 284 **vestibular sense** 234
- 285 **visual cliff** 245
- 286 **water balance** (role of hypothalamus) body water is distributed in two major areas, intracellular water and extracellular water; intracellular water is the major component of cells; extracellular water is the water component of interstitial fluids and the water component of extracellular solids.
- 287 **Weber's law** 202
- 288 **Wernicke's aphasia** (receptive) located in left temporal lobe 81
- 289 **Wilder Penfield's research on the brain** the areas of the cortex that move the various body parts, the *motor cortex*; and those that receive sensory input, the *somatosensory cortex* were mapped; also showed that pain has little cerebral cortex representation
- 290 **Wilhelm Wundt (structuralism)** 4-5
- 291 **William James (functionalism)** 5-6
- 292 **Yerkes/Dodson Arousal Law** the arousal-performance relationship; arousal increase performance up to a point; for simpler tasks high arousal is necessary; for difficult tasks low arousal is key.
- 293 **Zajonc's "Mere Expose Effect"** 759
- 294 **Zimbardo's prison experiment** 727-8
- 295 **androgyny** associated with characteristics of both male and female
- 296 **catharsis** 756
- 297 **haptic memory** sensory memory exists for each sensory channel: *iconic memory* for visual stimuli, *echoic memory* for aural stimuli and **haptic memory** for touch; information is passed from sensory memory into short-term memory by attention, then filters the stimuli to only those which are of interest at a given time.

**298 syllogism** deductive reasoning in which a conclusion is derived from two premises;  
example: every virtue is laudable; kindness is a virtue; therefore kindness is laudable.

**299 expectancy theory** (aka mental set) people have generalized notions of their likelihood of success or failure (*Julian Rotter*); *internals* believe they influence events with their skill; *externals* believe the outcomes are due to chance

**300 algorithm** 397-8

**301 positive and negative symptoms** (in mental disorders) in schizophrenia, for example, *positive symptoms* manifest as cognitive impairment, also called thought disorder, and psychotic symptoms, e.g., hallucinations and delusions; *negative symptoms* reflect the diminishment of self--lack of emotions, colorless speaking tone, and an overall disinterest in life.

**302 two kinds of deafness:** Conductive and nerve *conductive* problems disrupt the conduction of sound through the outer and middle ear affecting hearing before the sound reaches the cochlea and the nerve receptors of the inner ear; *nerve* deafness occurs as a result of damage within the sensory cells of the inner ear and other in related areas dealing with hearing; it is usually uneven and not a loss of all hearing; those afflicted with this type of hearing loss, may lose sensitivity to different tones

**303 intrinsic vs. extrinsic motivation** 335

**304 divergent vs. convergent thinking** searching for multiple answers v. searching for the one correct answer; divergent is more related to *creativity*

**305 Flynn effect** 447-8

**306 tip-of-the-tongue effect** being almost but not quite able to remember something; relates to *semantic* memory

**307 primary vs. secondary reinforcers** 330

**308 Cooper's research on visual processing** (using cats) kittens developed selective blindness to certain visual forms (horizontal or vertical) when denied experience with that form when they were developing; although improving they never fully recovered

**309 agonist vs. antagonist chemicals** 59-60

310 stereotype threat

311 triarchic theory of intelligence (Sternberg)

312 triangular theory of love

313 person-situation theory

314 locus of control (Julian Rotter)

315 ethnocentrism