You should be able to identify who these people are – what are they known for in Psychology!

**Key People**

• Pavlov

• Skinner

• Watson

• Bandura

• Kohler

• Garcia

• Tolman

• Rescorla & Wagner

You should be able to define/explain/and provide an example (when appropriate) for the following terms. In addition, please remember this list should be used in combination with your textbook[[1]](#footnote-1).

**Key terms/concepts**

* Classical Conditioning
* Neutral stimulus/Conditioned stimulus
* Unconditioned stimulus
* Conditioned response
* Unconditioned response
* Extinction (in classical and operant)
* Acquisition
* Stimulus Discrimination
* Stimulus Generalization
* Spontaneous recovery (in classical and operant)
* Operant conditioning
* Continuous reinforcement
* Intermittent or partial reinforcement
* Reinforcement schedules (fixed ratio, variable ratio, fixed interval, variable interval)
* Positive reinforcement
* Negative reinforcement
* Positive/Negative Punishment (AKA **Omission training**)
* When punishment is effective/strategies to increase effectiveness
* Social/observational learning
* Vicarious conditioning
* Law of effect
* Token economy
* Taste aversion learning
* Shaping/Shaping by successive approximation
* Modeling
* **Overjustification**
* **Premack Principle**
* Latent learning
* Cognitive map
* Insight learning
* Vicarious learning
* Learned helplessness
1. This means I can still test terms that were in your book, but not on this list ☺ [↑](#footnote-ref-1)