

- Heard the technique of shadowing
 - People mixed in some information they were supposed to ignore
 - Parallel Processor (Deutsch & Deutsch, 1963)
 - Participants showed physiological response to unattended conditioned words
 - Demonstrated multiple channels of information were getting through
- Capacity
 - The ability to process to several sources of information simultaneously
 - General research strategy: divided attention tasks
- Alertness and Arousal
 - The variable amount of “mental energy” or “processing power” available
 - The Yerks-Dodson Law
 - Performance is at a peak at an intermediate level of arousal

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Simplest form of learning

- Stimulus → response
- **Habituation**: process of respond less strongly to repeated stimuli over time
- **Sensitization**: process of respond more strongly to repeated stimuli over time

Classical conditioning

- A form of learning in which animals come to respond to a previously neutral stimulus that had been paired with another stimulus that elicits an automatic response
- Target behavior is reflexive; autonomic response
- Stimuli presentation is independent of behavior
- Pavlov's experiment
 - Originally aimed to study dogs' digestive responses to meat powder
 - Dogs began salivating not only at the meat powder, but to neutral stimuli (research assistance who give meat powder, their footsteps)
 - **Unconditioned Stimulus** (UCS: food) → **Unconditioned Response** (UCR: salivating to food)
 - **Conditioned Stimulus** (CS: bell) → **Conditioned Response** (CR: salivating to bell)

Principles in Classical Conditioning

- **Acquisition**: as the CS and UCS are paired repeatedly, the CR increases progressively in strength
- **Extinction**: CR decreases and eventually disappears when the CS is repeatedly presented alone. The new response (the absence of salivation) is overshadowing CR
- **Spontaneous recovery**: extinct CR reappears (in a weaker form) if the CS is presented again

Properties of Stimulus

- **Generalization**: the process which CSs that are similar but not identical, to the original CS elicit a CR
- **Discrimination**: showing weaker CR to stimuli that differ from the original CS

