

Behavioural Science Word Glossary

Word	Definition
Who Did the classical conditioning experiment ?	Ivan Pavlov and his Dogs <ul style="list-style-type: none"> - Watson and Rayner experiment with little albert made him scared of rat - Acquisition - multiple trials → short delay pairing most effective - Extinction – when we just use the CR without the UCS → weakens over time - Spontaneous Recovery – where there is a reappearance of a previously extinguished CR and it doesn't make much time to re-learn it. - Stimulus Generalisation – once learnt a sound even similar sounds will work.
What are the principles of human ethics?	Informed consent Harm minimisation (burden vs Benefit) Participation rights, Deception and debriefing. Privacy, Ethical treatment of animals
What are the 5 Steps in the Scientific Process?	<ol style="list-style-type: none"> 1) Identify the Question of interest 2) Hypothesis – gather information 3) Test the data with an experiment 4) Analyse the data(Valid / Reliable) 5) Build a body of knowledge and relate to other areas.
Placebo effect	When they know what the experiment might be doing and thus alter their actions. AN experiment which the participant does not know is called a Single-Blind experiment
Experimenter Expectancy effect	The participant knows what to expect and acts in that way
Confounding Variables	When two variables are intertwined in a way that we can't determine which one influenced the change to the DV e.g. A study into people with different cancers and how they cope emotionally - they studied men and women separately → but gender becomes a confound, how do you know if it's the type of cancer or gender that helps them cope?
The larger the sample size...	The more confidence that the findings were not by chance.
Colour is	A product of the brain and not light itself <ul style="list-style-type: none"> - Light has a wide spectrum and we can only see small amounts of it
Photoreceptors are...	They are at the back of the eye and convert electromagnetic radiation into action potentials → brain can then use these for firing of neurons. <ul style="list-style-type: none"> - Rods - Mainly in the night, black and white - Cones – Used in everyday and have colour <ul style="list-style-type: none"> o 3 types, RGB → most are in the centre of the retina
Dichromatic, Trichromatic Monochromatic	Dichromatic – only see two colour spectrums Trichromatic – see all colour spectrums Monochromatic – see one (only black and white) <ul style="list-style-type: none"> - Red and green cones main reason for absence is genes (mothers fault in X chromosome) - Also when the V8 in the brains cortex is damaged it can also cause this
Motion	- The change in location over time

	<ul style="list-style-type: none"> - Movement is <u>directly perceived and not inferred</u> - The MT In the brain → where cells perceive motion, disorders here leave one not experiencing motion - V5 – when this is not working we see the object move location but not move - Motion captures attention - Damage to the MT/MST areas in the brain mean you cant see motion.
Depth Perception is. + types	<ul style="list-style-type: none"> - This is how we see objects in 3D - MULTIPLE CHOICE QUESTIONS: - Monocular Cues – depth perception is possible with one eye - Binocular cues – vision with two eyes - if you know that two objects have the same physical dimensions and notice that one of them appears smaller, you perceive the smaller one as being further away and you are using the monocular depth cue of relative size - most visual illusions can be attributed to perceptual constancies that ordinarily help us perceive the world accurately.
Brain which sides which	The right hemisphere controls the left side of the brain and visa versa.
Learning	<p>A change is behaviour due to experience</p> <ul style="list-style-type: none"> - Ivan Pavlov – Classical Conditioning – a neutral stimulus (Conditioned stimulus) which does not elicit a response, comes to elicit a reflective response (the conditioned response) as a result of being paired with a reflexive stimulus (unconditioned stimulus) which elicits the unconditioned response - We can condition and evoke emotional responses even fear. (little albert) - For reflexes its not natural → external elicits the internal response
Subliminal persuasion	<p>Products claim to condition our unconscious mind in order to change our behaviour</p> <ul style="list-style-type: none"> - E.g. a tape to stop eating junk food → the label on the Tape has a placebo effect and causes an expected result → therefore not very effective - Subliminal advertising is banned in Australia - NOTE: NO convincing evidence for subliminal persuasion → limited evidence for subliminal condition: but generally much smaller than supraliminal conditioning effects
Operant Conditioning (skinner) Negative, Positive Reinforcement and Punishment	<p>A type of learning in which the probability of behaviour is modified by its consequences.</p> <ul style="list-style-type: none"> - Its voluntary behaviours that are observable. - Negative reinforcement –Strengthens a behaviour by taking away a negative outcome. E.g. I don't want sunburn → you go inside and put sunscreen on → this prevented the burn and therefore will not happen again → you will now do this over - Positive Reinforcement – addition of a reinforcing stimulus after a positive behaviour → hoping that that behaviour will occur again. - Negative Punishment – Decreases or supresses behaviours by <u>taking something positive away</u> after the behaviour. E.g. you're a learner driver but your friends make you drive them to a party → you do it and get home safely (even though it was bad) → parents find out and tell you off → behaviour less likely to happen again. - Positive punishment – Decreases or supresses behaviours by adding something (undesirable circumstance) to reduce the occurrence of a behaviour. E.g. if a child does something bad → they go to naughty chair and reflect - Thorndike's Law of effect – basically a given situation followed by a satisfying response → occur again → cat experiment → need to step on level to get food.

