

Unit Reading Guide
Unit Seven: Cognition
Unit Eight: Motivation, Emotion and Stress

Unit Seven: Cognition

Key Terms:

For key terms, be able to explain the meaning of the term (like with any vocabulary), but also be able to explain what is significant about the term in the context of the unit (i.e., what the book says) and in the larger context of the study of psychology. Your textbook is the first place to start. Online sources, such as Quizlet, are helpful for study and review but should not be your only source of information. Bolded terms correlate to what is shown in the AP Psychology Course Requirements.

Concepts			
Memory	Encoding	Storage	Retrieval
Parallel Processing	Sensory Memory	Short-Term Memory	Long-Term Memory
Working Memory	Explicit Memory	Effortful Processing	Automatic Processing
Implicit Memory	Iconic Memory	Echoic Memory	Chunking
Mnemonics	Spacing Effect	Testing Effect	Shallow Processing
Deep Processing	Hippocampus	Flashbulb Memory	Long-Term Potentiation
Recall	Recognition	Relearning	Priming
Mood-Congruent Theory	Serial Position Effect	Anterograde Amnesia	Retrograde Amnesia
Proactive Interference	Retroactive Interference	Repression	Misinformation Effect
Source Amnesia	Déjà Vu	Cognition	Concept
Prototype	Creativity	Convergent Thinking	Divergent Thinking
Algorithm	Heuristic	Insight	Confirmation Bias
Mental Set	Intuition	Representativeness Heuristic	Availability Heuristic
Overconfidence	Belief Perseverance	Framing	Language
Phoneme	Morpheme	Grammar	Babbling Stage
One-word Stage	Two-word Stage	Telegraphic Speech	Broca's Area
Wernicke's Area	Linguistic Determination		
Key Contributors			
Richard Atkinson	Richard Shiffrin	George Miller	Hermann Ebbinghaus
Eric Kandel	Elizabeth Loftus	Robert Sternberg	Wolfgang Köhler
Amos Tversky	Daniel Kahneman	Steve Pinker	Noam Chomsky
Paul Broca	Carl Wernicke	Benjamin Lee Whorf	

Unit Seven Essential Questions

These do not represent the entirety of what students must understand. They do, however, point people in the correct direction. Use these questions to see where the concepts above "fit." Also, use the questions listed as a guide in your reading.

1. What is "memory," and how do psychologists describe it?
2. What are the similarities and the differences between explicit and implicit memories?
3. What kind of information is processed automatically?
4. How do memory systems (sensory, short-term, working, and long-term) work?
5. How are effortful processing strategies applied in order to help improve memory?
6. What are the different levels of processing, and how do they affect encoding?
7. What are the different parts of the brain and the nervous system that affect memory, and, just as importantly, what roles do they play in memory?
8. How do emotions, external cues, and order of appearance influence memory?
9. How is memory measured?
10. Why do people forget?
11. How do misinformation, imagination, and source amnesia influence memory?
12. How can we know whether a memory is real or is false?
13. How can eyewitness memories be manipulated?
14. What is the controversy regarding repressed and recovered memories?

15. How does one define cognition?

Unit Seven Essential Questions--Continued

16. What is the function of concepts?

17. How does creativity work, and how can it be encouraged?

18. How do heuristics, overconfidence, belief perseverance, and framing influence decision making and problem solving?

19. What is intuition, and how does it work?

20. What are the components of language?

21. How do people acquire language?

22. What are the important milestones in language development?

23. How is the brain involved in language processing and in speech?

24. What is the relationship that exists between language and thinking?

Unit Eight: Motivation, Emotion, and Stress

Key Terms:

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Concepts			
Motivation	Instinct	Drive-Reduction Theory	Homeostasis
Incentive	Yerkes-Dodson Law	Hierarchy of Needs	Glucose
Set Point	Basal Metabolic Rate	Sexual Response Cycle	Refractory Period
Sexual Dysfunction	Estrogens	Testosterone	Emotion
James-Lange Theory	Cannon-Bard Theory	Two-Factor Theory	Polygraph
Facial Feedback Effect	Health Psychology	Stress	General Adaptation Syndrome
Tend and Befriend Response	Psychophysiological Illness	Psychoneuroimmunology	Lymphocytes
Coronary Heart Disease	Type A	Type B	
Key Contributors			
Abraham Maslow	William Masters	Virginia Johnson	William James
Stanley Schachter	Hans Selye		

Unit Eight Essential Questions

These do not represent the entirety of what students must understand. They do, however, point people in the correct direction. Use these questions to see where the concepts above "fit." Also, use the questions listed as a guide in your reading.

1. How do psychologists define motivation?
2. What are the different perspectives on studying motivation (i.e., what do the different subfields believe about motivation)?
3. What are the physiological factors that produce hunger?
4. What are the cultural and situational factors that influence hunger?
5. What are the theories that explain why some people become and remain obese?
6. What are the steps in the human sexual response cycle?
7. What are the disruptions to the human sexual response cycle?
8. In what way do hormones and external and internal stimuli influence human sexual motivation?
9. What information surrounds the human need to belong?
10. What are the ways in which social networking influences people?
11. How does arousal and expressive behaviors interaction with emotions?
12. To what extent can people experience emotion without consciously acknowledging it?
13. How do the functions of the autonomic nervous system relate to emotional experiences and performance?
14. In what way do different emotions activate different physiological and brain-patter responses?
15. To what extent do polygraphs detect deception?
16. How does nonverbal behavior work?
17. What gender differences exist with nonverbal communication?
18. In what ways does culture affect nonverbal communication?

Unit Eight Essential Questions—Continued

19. How can facial expressions influence feelings?
20. What are the events that provoke a stress response?
21. How do humans respond to and adapt to stress?
22. In what ways does stress make people vulnerable to disease?
23. Why are some people more susceptible to coronary artery disease?

Advanced Placement Psychology Unit Outlines

Unit Seven: Cognition (8–10% of the AP Exam)—AP Topic Outline

In this unit students learn how humans convert sensory input into kinds of information. They examine how humans learn, remember, and retrieve information. This part of the course also addresses problem solving, language, and creativity.

AP students in psychology should be able to do the following:

- Compare and contrast various cognitive processes:
 - effortful versus automatic processing;
 - deep versus shallow processing;
 - focused versus divided attention.
- Describe and differentiate psychological and physiological systems of memory (e.g., short-term memory, procedural memory).
- Outline the principles that underlie effective encoding, storage, and construction of memories.
- Describe strategies for memory improvement.
- Synthesize how biological, cognitive, and cultural factors converge to facilitate acquisition, development, and use of language.
- Identify problem-solving strategies as well as factors that influence their effectiveness.
- List the characteristics of creative thought and creative thinkers.
- Identify key contributors in cognitive psychology (e.g., Noam Chomsky, Hermann Ebbinghaus, Wolfgang Köhler, Elizabeth Loftus, George A. Miller).

Unit Eight: Motivation and Emotion (6–8% of the AP Exam)—AP Topic Outline

In this part of the course, students explore biological and social factors that motivate behavior and biological and cultural factors that influence emotion.

AP students in psychology should be able to do the following:

- Identify and apply basic motivational concepts to understand the behavior of humans and other animals (e.g., instincts, incentives, intrinsic versus extrinsic motivation).
- Discuss the biological underpinnings of motivation, including needs, drives, and homeostasis.
- Compare and contrast motivational theories (e.g., drive reduction theory, arousal theory, general adaptation theory), including the strengths and weaknesses of each.
- Describe classic research findings in specific motivation systems (e.g., eating, sex, social)
- Discuss theories of stress and the effects of stress on psychological and physical well-being.
- Compare and contrast major theories of emotion (e.g., James–Lange, Cannon–Bard, Schachter two-factor theory).
- Describe how cultural influences shape emotional expression, including variations in body language.
- Identify key contributors in the psychology of motivation and emotion (e.g., William James, Alfred Kinsey, Abraham Maslow, Stanley Schachter, Hans Selye).