You are given a full box of matches – a candle – and four tacks … Using these materials, how could you attach the candle to a bulletin board?

Which of the following is the closest to a prototype of a “car” – a smartcar, a Honda civic, a Ferrari, or a 1920 Ford model T?

AP Psychology Unit 7B Vocab (Thinking, Problem Solving, Creativity, and Language)

Cognition (How we think)

Concept (Mental grouping of objects)

Prototype (Most obvious object that comes to mind when thinking about a concept)

Algorithm (Step by step process of solving a problem) – slower – more sure

Heuristics (faster, automatic method of solving) uses assumptions – more error prone (Bensux)

 Representative Heuristic (Book example -
“A stranger tells you about a person who is short, slim, and likes to read poetry and then asks you to guess whether this person is more likely to be a professor of classics at an Ivy league university or a truck driver” (pg 304)

 Availability Heuristic (Worksheet) (Oklahoma Tornado – expensive shelters, school shooting – gun rights)

 Framing (Brick House)

(Small 16oz vs Medium 20oz) (Medium 16oz vs Supersize 20oz)

70 in 100,000 – 0.07% 🡨 risk of death, which is scarier?

5% failure rate AIDS test, vs 95% success

*Insight – sudden solution*

*Creativity – the ability to produce new ideas*

*Expertise – a well developed base of knowledge*

Functional Fixation (candlestick riddle) (dime for a screwdriver) a mental block that disallows an object to be used in a new way that it was not originally intended.

Mental Set – the way your brain thinks things “ought” to be done

Confirmation Bias – We tend to seek evidence that confirms our own ideas (Lechliter)

Intrinsic Motivation – Runners

Extrinsic Motivation

Overconfidence – 98% confidence interval

Belief Perseverance – Once we make up our minds, we DO NOT change our beliefs easily

Intuition – the automatic processes of knowing, without explicitly thinking (this guy “gives me the creeps”)

Language

 Phonemes – set of basic sounds that make up language

 Morphemes – smallest unit of language that contains meaning – “ing” “s” “ed”

 Grammar – system of rules (contains semantics and syntax)

 Semantics – rules that govern meaning in morphemes

 Syntax – rules governing word order in sentences (in English, adjective then noun)

Development

 Babbling Stage ~4months

 One-word stage ~1year (inflection = meaning)

 Two-word stage~2 years (

 Telegraphic speech - extremely simple sentences

(Skinner) Three types of language learning

 Association

Imitation

Reinforcement

(Chomsky) Inborn Universal Grammar

Critical Periods

Whorf Hypothesis (aka “Linguistic Determinism”)