General Psychology
Exam #1 Study Guide
(Chapters 1-4)

*Note: For the concepts listed below you will need to understand their meaning and be able to apply them in different contexts. Memorizing the definitions will not be sufficient. Remember the exam will consist of 40 multiple-choice questions and 2 short answer questions.

Ch. 1
1. Know what the hindsight bias, placebo effect, operational definition & hypothesis are
2. Know what the survey, case study, experimentation, naturalistic observation & correlational research are
3. Know what a population & a sample are
4. Know what independent & dependent variables are
5. Know what experimental & control groups are
6. Know what the false consensus effect is
7. Know what random sampling & assignment are
8. Understand the correlation coefficient
9. Know what illusory correlations are

Ch. 2
10. Know what dispositional & situational attributions are
11. Know what the fundamental attribution error and the self-serving bias are
12. Know the significance of Milgrim’s shock study & Zimbardo’s prison study
13. Know Milgrim’s & Zimbardo’s studies
14. Know how role playing can affect attitudes
15. Know what aggression is & the research on aggression
16. Know what altruism, the bystander effect, diffusion of responsibility are
17. Know what cognitive dissonance is

Ch. 3
18. Know what classical & operant conditioning are
19. Know what the UCS, UCR, CS & CR are
20. Know what stimulus generalization & stimulus discrimination are
21. Know what shaping is
22. Know what positive & negative reinforcement & positive & negative punishment are
23. Know what the fixed-ratio, fixed-interval, variable interval & variable-ratio are
24. Know the effects of physical punishment
25. Know what observational learning (modeling) is
Ch. 4
26. Know what automatic & effortful processing are
27. Know what the serial position effect, the spacing effect and the next-in-line effect are
28. Know what chunking is
29. Know the different stages of memory (Sensory, STM, LTM) & what they consist of
30. Know what recall & recognition are
31. Know what retrieval cues are
32. Know what source amnesia, retroactive interference, proactive interference, mood-congruent memory, the misinformation effect & repression are
33. Know what decay, encoding failure, retrieval failure are
34. Know the problems associated with eyewitness testimony
35. Know what the constructive nature of memory is