Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour: \_\_\_\_\_

**Psychology**

**Chapter 9**

**Study Guide**

\*Ad agencies use the concepts of classical conditioning to sell products. Explain how classical conditioning works in advertising.

\*What are generalization, extinction, spontaneous recovery, and discrimination?

\*What is the difference between reinforcement and punishment?

\*What is the difference between positive and negative reinforcement?

\* What is a token economy?

\* What is latent learning?

\*Give an example of

FR = Fixed Ratio, VR = Variable Ratio, FI = Fixed Interval, VI = Variable Interval (5 pts)

\* Can you explain what is happening in each of the following?

* Your father gives you a credit card at the end of your first year in college because you did so well. As a result, your grades continue to get better in your second year.
* Jenny has been absent from class a number of times, and she is in danger of losing credit. She creates a behavior contract and she watches a movie on the weekend if she is not absent from class during the week.
* You go to a friend’s house on the weekend to learn the newest dance step. Your friend already knows the dance.
* In a weight management class, participants earn points for every healthy meal they eat and every period of exercise they complete. Later these points result in refunds of their class fees.
* To treat alcoholics, we sometimes put a chemical in their drinks that makes them sick. Eventually the taste of alcohol will make them sick.