You MUST read the first eight chapters in this book AND watch the corresponding youtube.com videos. You will be tested on both the book and the videos.

Please know the answers to the following questions that go along with each chapter and video. This will NOT be collected or graded, but you need to know the answers to do well on the first test that will be on this book and the videos.

Please read the entire chapter, for each chapter 1-8. These questions cover much of the material, but you need to have read these eight chapters in their entirety.

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**CHAPTER ONE: OPENING SKINNER’S BOX, BF SKINNER’S RAT RACE**

**QUESTIONS FOR THE SKINNER CHAPTER:**
- How was Skinner inspired for his operant conditioning?
- What was the connection Skinner made with behavior and reward (reinforcement)?
- What did Skinner think about the concept of “free will”? 
- How did Professor Kagan demonstrate his “free will”?
- What is operant conditioning?
- How is the “baby in a box” for Deborah Skinner NOT a “Skinner Box”?

**QUESTIONS FOR THE SKINNER VIDEO: youtube.com video titled “B. F. Skinner’s Operant Conditioning: The Ice Cream Motivation”**
[https://www.youtube.com/watch?v=zxkaLQwl34c](https://www.youtube.com/watch?v=zxkaLQwl34c)
- What did EL Thorndike say about our behavior in his “Law of Effect”? How does this relate to comedians telling a joke?
- What is an operant chamber?
- What is reinforcement?
- What is positive reinforcement?
- What is negative reinforcement?
- What is punishment?
CHAPTER TWO: OBSCURA, STANLEY MILGRAM AND OBEDIENCE TO AUTHORITY

QUESTIONS FOR THE MILGRAM CHAPTER:
- How often did his test subjects go all the way through to the most shocks?
- Before Milgram did his experiment, he asked psychiatrists how they thought subjects might behave in the experiment. What did they predict would happen?
- Even though no one actually was shocked or killed, what might be considered unethical in this experiment?
- What are the findings of the Milgram experiment, meaning what does Milgram prove about how humans respond to authority?
- Be able to summarize Joshua's experience with his participation in the Milgram experiment
- Be able to summarize Jacob's experience with his participation in the Milgram experiment

QUESTIONS FOR THE MILGRAM VIDEO: the youtube.com video "Milgram Obedience Study."
http://www.youtube.com/watch?v=W147ybOdgpE
- Milgram is seen going to the dentist and getting a shave from a barber. What point is he trying to make here?
- How does the Nazi holocaust get Milgram thinking about his experiment?
- What university did Milgram do his research?
- How was the experiment "rigged"?
- How does "responsibility" relate to acts of evil?
- What percentage of people went all the way to the top of the shock board?

CHAPTER THREE: ON BEING SANE IN INSANE PLACES

QUESTIONS FOR THE ROSENHAN CHAPTER:
- What did Rosenhan and his colleagues do in this study?
- The pseudopatients were asked to present themselves as hearing voices. What did they say specifically?
- Once in the hospital, how were the patients treated?
- Know the story of the horse “Clever Hans” and how he relates to the idea of expectations
- Why do you think the patients were able to tell the fakers better than the trained psychologists?
- After this experiment, in what ways did the DSM II change into the DSM III?
- How does this experiment show the dangers of labels?
- The author of the book, Lauren Slater, tries to do the same thing as Rosenhan. What was her experience?
QUESTIONS FOR THE ROSENHAN VIDEO: the youtube.com video “David Rosenhan: Being Sane in Insane Places”
https://www.youtube.com/watch?v=j6bmZ8cVB4o

- In the video, David Rosenhan says they were admitted because they heard voices. He says they claimed to hear three words. One was “thud.” What were the other two?
- When the patients were released, it was with “Schizophrenia in Remission.” Is this the same as being sane?
- Rosenhan says psychiatric hospitals should be reminded what?

CHAPTER FOUR: IN THE UNLIKELY EVENT OF A WATER LANDING, DARLEY AND LATANE

QUESTIONS FOR THE DARLEY AND LATANE CHAPTER:
- Be able to describe March 13, 1964, and what happened to Kitty Genovese because of Winston Moseley.
- How was the Kitty Genovese case an example of the “bystander effect” (also known as “diffusion of responsibility”)?
- Darley and Latane did an experiment at NYU with students speaking about challenges at NYU. What was the emergency situation they set up with one student and what percentage of students acted to save the student? What happened when Darley and Latane adjusted the size of the group?
- A second Darley and Latane occurred in a room with a vent where smoke was pumped into the room. When people were with others (confederates), how did they respond to this smoke?

QUESTIONS FOR THE DARLEY AND LATANE VIDEO: the youtube.com video “The Bystander Effect: The Death of Kitty Genovese”
https://www.youtube.com/watch?v=BdpdUbW8vbw

- How does the video describe the attack in Queens?
- How many people called the police?
- Darley says this “shocked” the city. What was so shocking?
- Explain how each of Darley and Latane’s experiments from the video: (1) the fake seizure and (2) the smoke filled room help explain the bystander effect and diffusion of responsibility.
- In each of the previous experiments, they used actors, called confederates, to pretend that they were in the experiment, just like the subject. Why did they need actors instead of just other subjects?
CHAPTER FIVE: QUIETING THE MIND, THE EXPERIMENTS OF LEON FESTINGER

QUESTIONS FOR THE FESTINGER CHAPTER:
- Cognitive dissonance is the conflict one has when their actions do not match their beliefs. Think of it as justifying your behavior. Try to explain how each example in the book relates to cognitive dissonance:
  o The Sanada Cult
    o The Sanada Cult when the Great Event didn’t actually occur experienced cognitive dissonance. They must have been very embarrassed, but how did they justify this behavior?
  o Audrey Santo
    o Know the details about Audrey Santo. What happened to her and why does her mom think she is a saint?
    o Also, when Audrey’s mom Linda gets cancer, but is not cured by Audrey, it should prove to the mom that she is not a saint. However, she justifies this how?
  o Festinger’s experiments with $1 and $20 to get someone to lie.
    o Why did the $1 group get cognitive dissonance, but the $20 group did not.

QUESTIONS FOR THE FESTINGER VIDEO: the youtube.com video “A Lesson in Cognitive Dissonance”
http://www.youtube.com/watch?v=korGK0yG1Do
- The “tension” in cognitive dissonance is between what we think and what?
- We are motivated to reduce this tension in a number of ways, like what?
- In the mid-1950s, Festinger had subjects engage in a boring task. Then what did he ask them to do?

CHAPTER SIX: MONKEY LOVE, HARRY HARLOW’S PRIMATES

QUESTIONS FOR THE HARLOW CHAPTER:
- How was Harlow inspired by the terry cloth covering in Madison?
- What did people think about attachment BEFORE Harlow’s experiment?
- What were the two types of “mothers” Harlow used?
- What does Harlow prove, using monkeys, about raising a child?
- What was the long-term effects of this experiment? What type of mothers did the monkeys become that had been tested with no real mothers?
- Why would Harlow’s methods be considered unethical?

QUESTIONS FOR THE HARLOW VIDEO: the youtube.com video “Food or Security? Harlow’s study on monkeys’ attachment”
http://www.youtube.com/watch?v=hsA5Sec6dAI
- Food or security: which is motherhood’s stronger appeal?
- Describe the two types of “mothers” in the video
- Describe the monkey’s behavior toward both mothers
CHAPTER SEVEN: RAT PARK, THE RADICAL ADDICTION EXPERIMENT

QUESTIONS FOR THE RAT PARK CHAPTER:
During this year, we will discuss the difference between NATURE and NURTURE.
- NATURE: It’s in your genes and your biology. Your brain and your body are hardwired for it. What arguments in this chapter relate to drug addiction and NATURE?
- NURTURE: How you are raised, your environment, your parents, your friends. What arguments in this chapter relate to drug addiction and NURTURE?
- Know the details of the “Rat Park” experiment

QUESTIONS FOR THE RAT PARK VIDEO: the youtube.com video “Addiction and the Rat Park Experiments”
https://www.youtube.com/watch?v=sbQfNe3pkss
- In the video, what was the first type of Rat Park experiment done that Alexander did?
- How was the second Alexander Rat Park experiment slightly different from the first?
- How was this compared to hospital stays?

CHAPTER EIGHT: LOST IN THE MALL, THE FALSE MEMORY EXPERIMENT

QUESTIONS FOR THE LOFTUS CHAPTER:
- Describe this “Lost in the Shopping Mall” experiment. What happened in the experiment and what does it prove about memory?
- Why is Elizabeth Loftus’ research important for crime investigations?
- Many people in the chapter had talked about memories of past abuse. What does Loftus think of these types of repressed memories?
- Loftus studied the Challenger explosion. They got people to record their memories of the event the next day. What happened three years later?

QUESTIONS FOR THE LOFTUS VIDEO: the youtube.com video “False memories - Lost in a shopping mall - Elizabeth Loftus”
http://www.youtube.com/watch?v=PQr_JJvYzbA
- What does Loftus say about the experiment?
- How does the man in the video specifically describe his memory?

You are done.
You do not have to read chapters 9 and 10.