

# College Board Advanced Placement Psychology Standards

## ME AND MY MEMORY

	Hits Objective Well	Touches on Objective
<b>II. Research Methods</b>		
• Describe how research design drives the reasonable conclusions that can be drawn (e.g., experiments are useful for determining cause and effect; the use of experimental controls reduces alternative explanations).		X
<b>III. Biological Bases of Behavior</b>		
• Identify basic processes and systems in the biological bases of behavior, including parts of the neuron and the process of transmission of a signal between neurons.		X
<b>IV. Sensation and Perception</b>		
• Describe sensory processes (e.g., hearing, vision, touch, taste, smell, vestibular, kinesthesia, pain), including the specific nature of energy transduction, relevant anatomical structures, and specialized pathways in the brain for each of the senses.		X
• Discuss how experience and culture can influence perceptual processes (e.g., perceptual set, context effects).	X	
<b>V. States of Consciousness</b>		
• Explain hypnotic phenomena (e.g., suggestibility, dissociation).	X	
• Identify the major figures in consciousness research (e.g., William James).		X
<b>VI. Learning</b>		
• Describe basic classical conditioning phenomena, such as acquisition, extinction, spontaneous recovery, generalization, discrimination, and higher-order learning.		X
<b>VII. Cognition</b>		
• Describe and differentiate psychological and physiological systems of memory (e.g., short-term memory, procedural memory).	X	
• Outline the principles that underlie effective encoding, storage, and construction of memories.	X	
• Describe strategies for memory improvement.	X	
• Identify problem-solving strategies as well as factors that influence their effectiveness.	X	
• Identify key contributors in cognitive psychology (e.g., Elizabeth Loftus).		X
<b>XIV. Social Psychology</b>		
• Predict the impact of the presence of others on individual behavior (e.g., bystander effect, social facilitation).	X	