Shapes, Scatterplots, and the AP Exam

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If you think something should be added, please feel to contact me at JMohl@cheltenham.org.
Yerkes-Dodson Law
Serial Position Effect
Serial Position Effect

Primacy Effect

Recency Effect

Probability of recall

Beginning

End

2 4 6 8 10 12 14 16 18 20
Ebbinghaus Forgetting Curve
Before group discussion | After group discussion

Example 1

Group average

Neutral
Views held by individual group members

Example 2

Group average

Neutral
Views held by individual group members
Group Polarization

Example 1

Before group discussion
Group average
Neutral
Views held by individual group members

After group discussion
Group average
Neutral
Views held by individual group members

Example 2

Before group discussion
Group average
Neutral
Views held by individual group members

After group discussion
Group average
Neutral
Views held by individual group members
Social Loafing

![Diagram showing the relationship between number of people in a group and force exerted per person. The expected performance remains constant, while the actual performance decreases as the number of people increases.]
Mean, median, mode?

Negative Skew  Normal  Positive Skew
Mean, median, mode?

Negative Skew
Mean is the smallest
Median is the middle
Mode is the highest

Normal

Positive Skew
Mode is the smallest
Median is the middle
Mean is the highest
What do positive and negative correlations look like?
Negative Correlation

Positive Correlation

No Correlation
What’s happening from A to B, B to C, and D?
What’s happening from A to B, B to C, and D?
Sternberg’s Love for Triangles

- Liking (Intimacy Alone)
- Romantic Love (Intimacy + Passion)
- Fatuous Love (Passion + Commitment)
- Companionate Love (Intimacy + Commitment)
- Empty Love (Commitment Alone)
- Infatuation (Passion Alone)
Sternberg’s Love for Triangles
Flynn Effect
The Normal Distribution

- 99% Middle line = mean
- 95% Each line to right = +1 sd above mean
- 68% Each line to left = -1 sd below mean

- 2% 13.5% 34% 34% 13.5% 2%
Central Route of Persuasion

Persuasion Attempt

Factors

High motivation and ability to think about the message

Deep processing, focused on the quality of the message arguments

Lasting change that resists fading and counterattacks

Peripheral route of Persuasion

Message

Low motivation or ability to think about the message

Superficial processing, focused on surface features such as the communicator's attractiveness or the number of arguments presented

Temporary change that is susceptible to fading and counterattacks
Label Phase 2, 3 and 4
Label areas #1, #3 and #5

#1-Resting potential, #3: Action potential, #5: Refractory period
Can you label the hierarchy from top to bottom?

Self-Actualization

Cognitive Needs

Love Needs

Safety Needs

Biological Needs

Courtesy of Kristen Schaffer, Ridley High School, Folsom, PA