

AP PSYCHOLOGY

NEURAL FIRING:



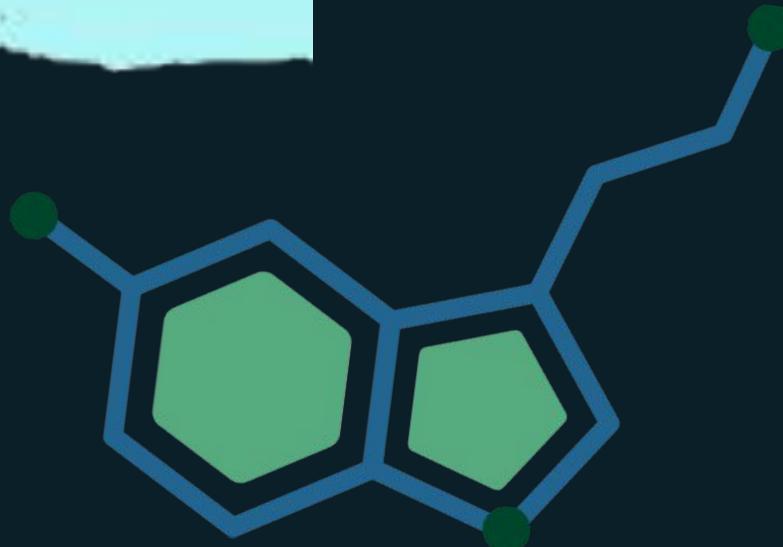
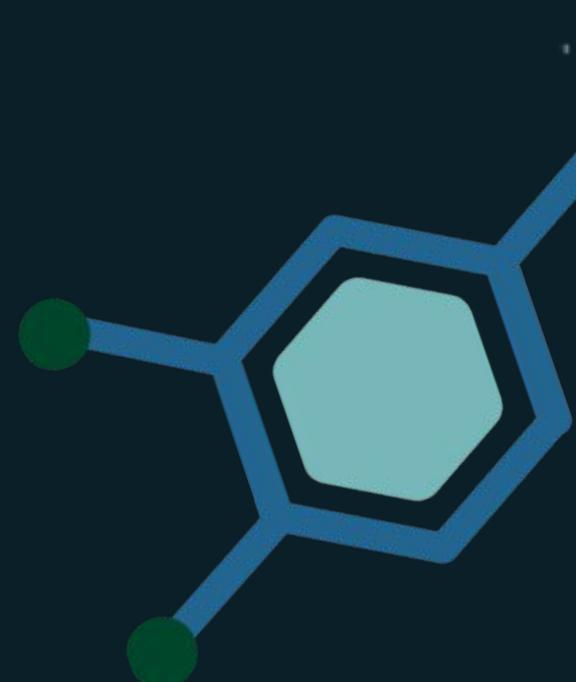
Neurotransmitters &
Hormones

Unit 1: Biological Bases of Behavior





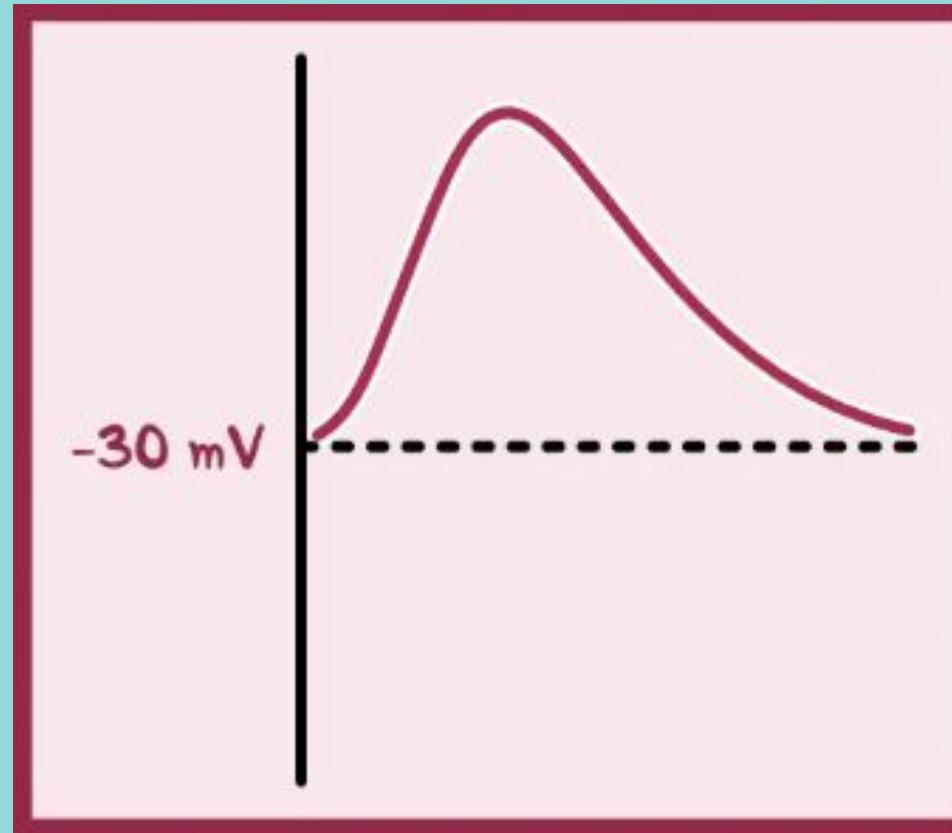
Neurotransmitters



FUNCTIONS OF NEUROTRANSMITTERS

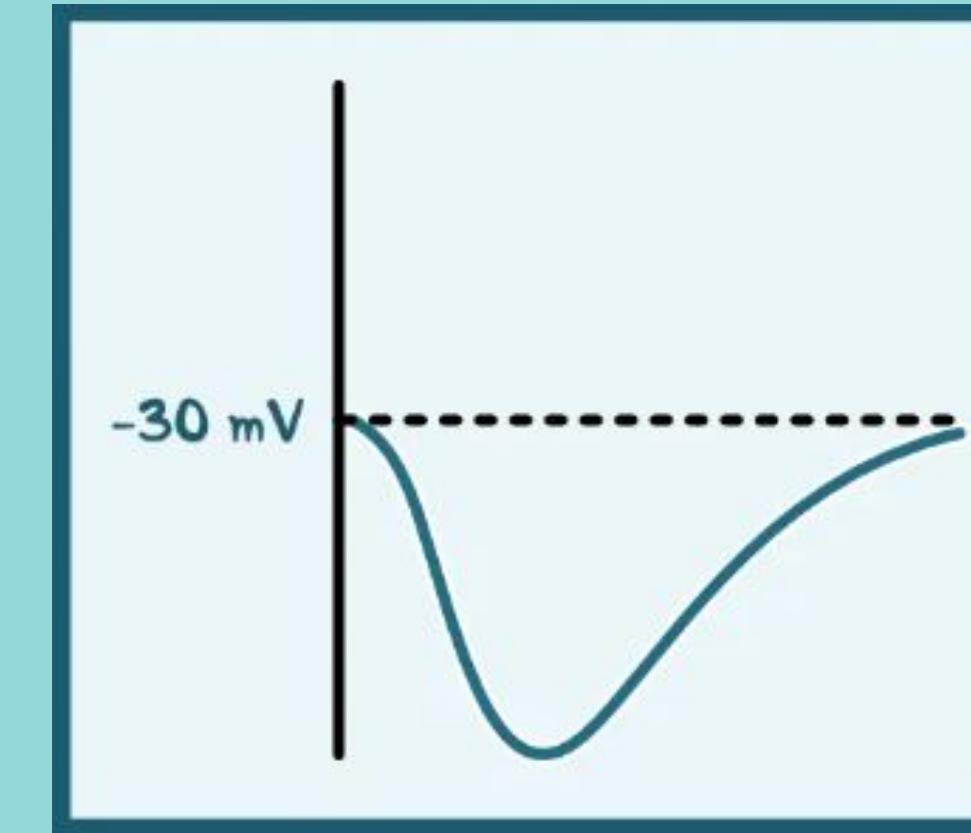
EXCITATORY

More likely to fire



INHIBITORY

Less likely to fire

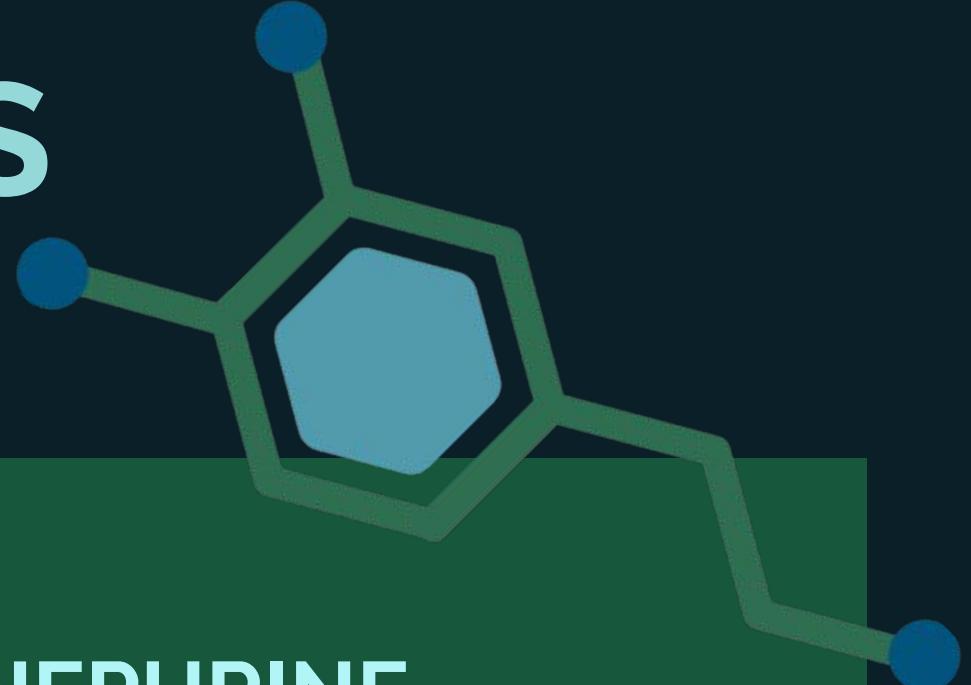


NEUROTRANSMITTERS



ACETYLCHOLINE

Skeletal and heart muscles, alertness, interneuron communication



NOREPINEPHRINE

Fight or flight; attention, and memory



DOPAMINE

Movement, learning



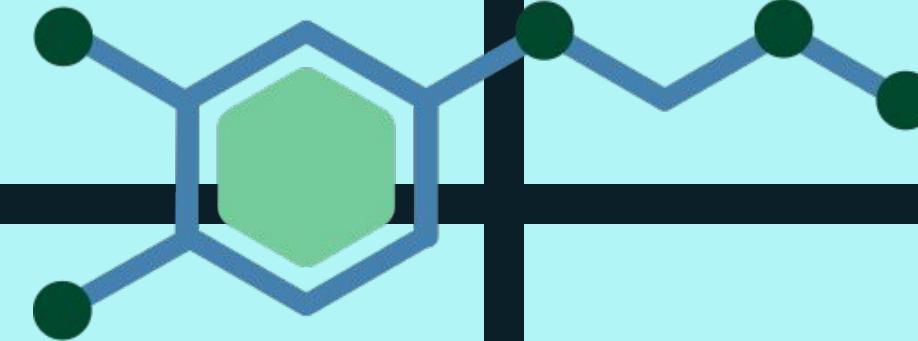
SEROTONIN

Moods and emotional states; regulation of sleep-wake cycle

NEUROTRANSMITTERS

ENDORPHINS

Modulates the experience of pain or pleasure



SUBSTANCE P

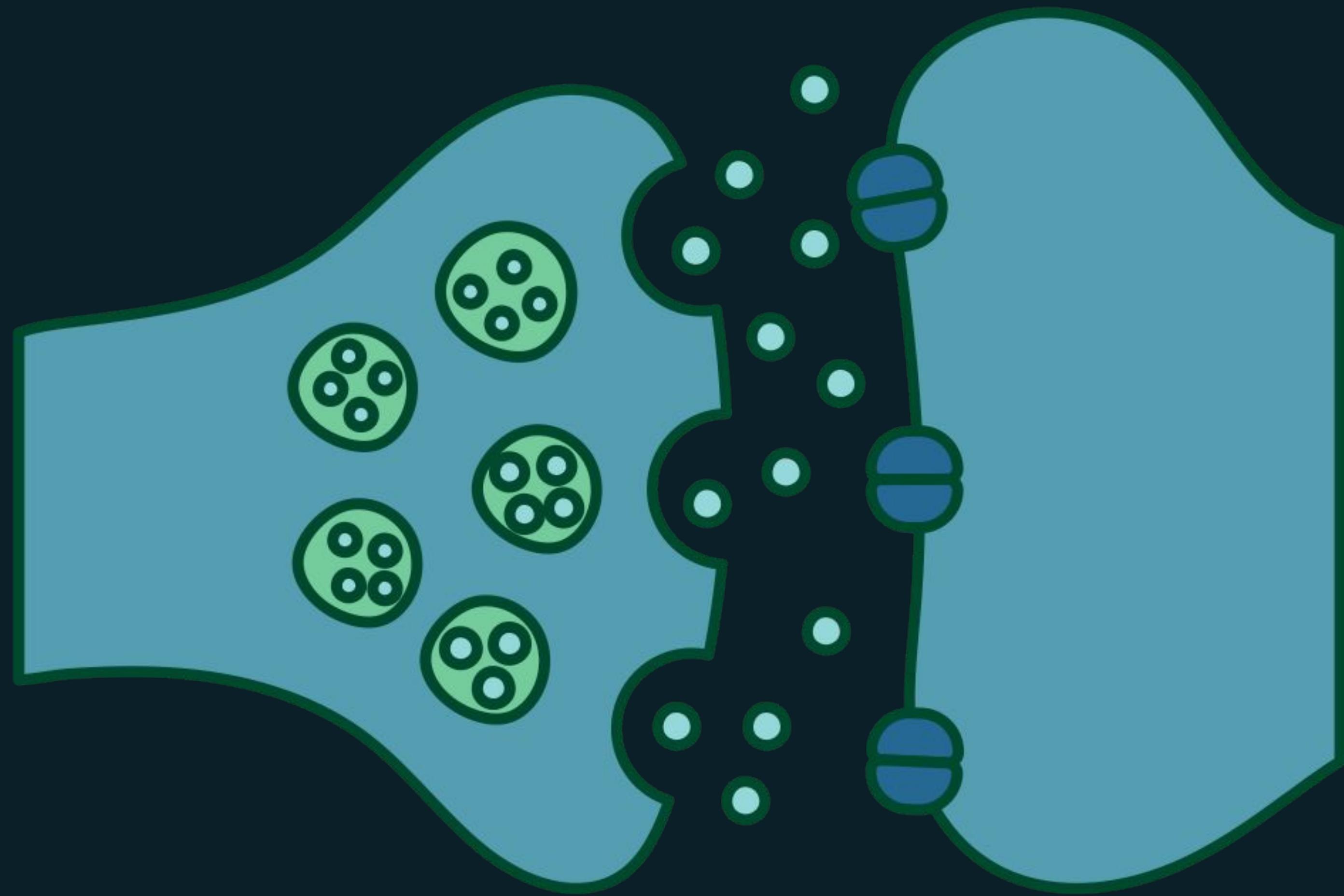
Modulation of pain

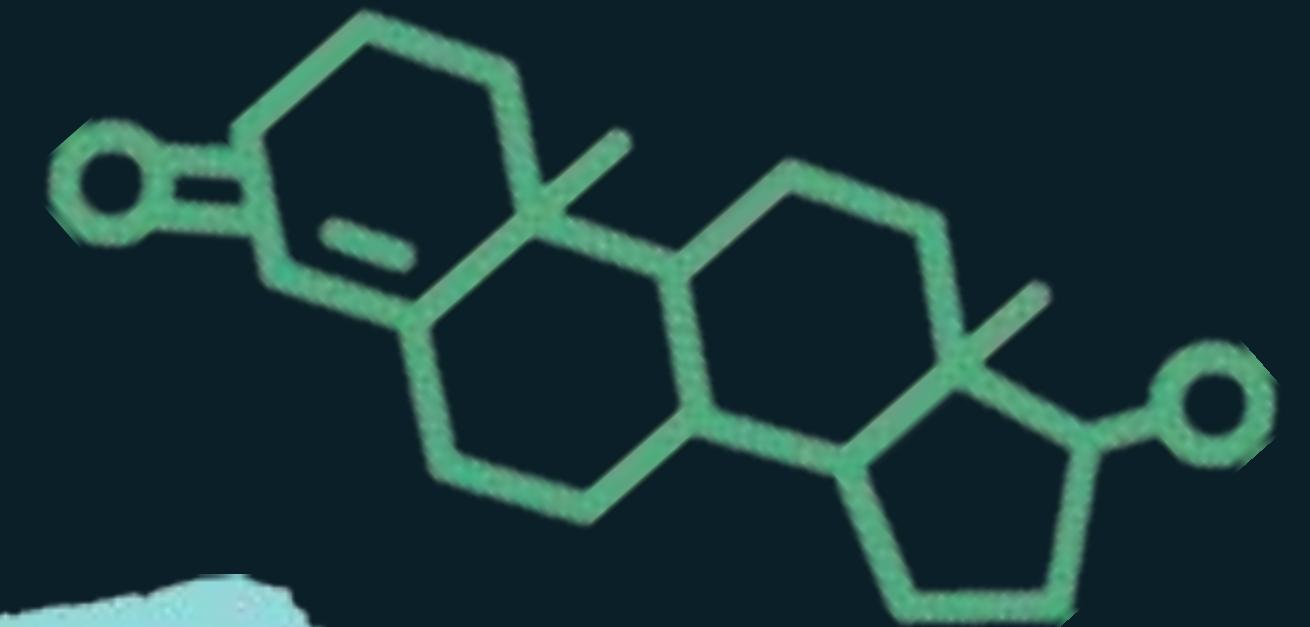
GLUTAMATE

Learning and memory, sensory and motor functions

GABA

Most abundant inhibitory neurotransmitter; regulates daily sleep-wake cycles





Hormones

NEUROTRANSMITTERS VS. HORMONES

NEUROTRANSMITTERS

Internal

Nervous system

Quick-acting

HORMONES

Internal

Endocrine system

Long-lasting

**Work similarly to
neurotransmitters**

HORMONES

ADRENALINE

Fight or flight



LEPTIN

Hunger (suppressant)



MELATONIN

Sleep



GHRELIN

Hunger (stimulation)



OXYTOCIN

Labor, lactation, love