

Name: _____ Date: _____

1. Psychologists define _____ as a relatively permanent change in behavior or thinking resulting from experience.
 - A) adaptation
 - B) habituation
 - C) cognition
 - D) learning

2. _____ is a form of learning in which an organism responds less strongly to an event following repeated exposures to it.
 - A) Habituation
 - B) Adaptation
 - C) Extinction
 - D) Discrimination

3. Event is to behavior as _____ is to _____.
 - A) nature; nurture
 - B) nurture; nature
 - C) stimulus; response
 - D) response; stimulus

4. Classical conditioning involves the conditioning of the involuntary responses of the autonomic nervous system. Classical conditioning therefore targets:
 - A) the sympathetic nervous system.
 - B) the parasympathetic nervous system.
 - C) the somatic nervous system.
 - D) either the sympathetic or the parasympathetic nervous system.

5. A research assistant in a lab conditions dogs to salivate to the sound of a bell. During conditioning, the assistant deliberately manipulates the interval between the sound of the bell and the presentation of food. After conditioning, he measures how much the dog salivates when the bell is presented alone. The interval is the _____ variable. The amount of salivation is the _____ variable.
 - A) dependent; experimental
 - B) dependent; independent
 - C) independent; control
 - D) independent; dependent

6. Often, a conditioned response may be elicited not only by the original CS, but by a similar one as well. This is known as stimulus:
- A) extinction.
 - B) generalization.
 - C) discrimination.
 - D) habituation.
7. Which statement BEST expresses the relationship between stimulus generalization and stimulus discrimination?
- A) They are unrelated.
 - B) They are opposites.
 - C) They are the same thing.
 - D) Stimulus discrimination is a type of stimulus generalization.
8. Carlotta consumed some poorly stored sushi on a hot day and became violently ill. Now Carlotta can't stand the sight of sushi. She has developed a:
- A) phobia.
 - B) conditioned taste aversion.
 - C) conditioned taste sensitization.
 - D) conditioned taste association.
9. Recall the research methods described in an earlier chapter of the textbook. Which of the techniques does Watson and Rayner's Little Albert BEST exemplify?
- A) naturalistic observation
 - B) case study
 - C) correlational method
 - D) experimental method
10. Operant conditioning is associated with _____ and _____.
- A) Pavlov; Skinner
 - B) Pavlov; Watson
 - C) Thorndike; Skinner
 - D) Thorndike; Watson
11. The process by which a stimulus increases the likelihood that the preceding behavior will be repeated is called:
- A) reinforcement.
 - B) shaping.
 - C) conditioning.
 - D) association.

12. When behavior reemerges following extinction, _____ has occurred.
- A) stimulus discrimination
 - B) spontaneous recovery
 - C) acquisition
 - D) stimulus generalization
13. With negative reinforcement a(n):
- A) desirable stimulus is removed following a behavior.
 - B) unpleasant stimulus is removed following a behavior.
 - C) desirable stimulus is added following a behavior.
 - D) unpleasant stimulus is added following a behavior.
14. Behavior is decreased by:
- A) negative reinforcement and positive punishment.
 - B) positive punishment only.
 - C) negative reinforcement only.
 - D) positive punishment and negative punishment.
15. Operant conditioning involves forming associations between:
- A) different stimuli.
 - B) stimuli and behavior.
 - C) behavior and consequences.
 - D) different behaviors.
16. Sometimes when one calls a customer service center, one is put on hold; one does not know how long it will be before the holding behavior is reinforced by the response of an associate, and it doesn't matter what one does in the meantime. Holding a phone line is reinforced on a _____ schedule.
- A) fixed-interval
 - B) fixed-ratio
 - C) variable-interval
 - D) variable-ratio

17. Which statement about the consequences of behavior is true?
- A) Positive reinforcement increases the likelihood of desired behavior, whereas negative reinforcement decreases it.
 - B) Positive reinforcement decreases the likelihood of desired behavior, whereas negative reinforcement increases it.
 - C) Positive reinforcement and negative reinforcement both increase the likelihood of desired behavior.
 - D) Positive reinforcement and negative reinforcement both decrease the likelihood of desired behavior.
18. Psychologists use the word _____ to refer to the processes whereby the brain collects, stores, and retrieves information for later use.
- A) memory
 - B) learning
 - C) intelligence
 - D) sensation
19. Which of the following sequences BEST reflects the order in which memory processes occur, from first to last?
- A) storage, encoding, retrieval
 - B) storage, retrieval, encoding
 - C) encoding, retrieval, storage
 - D) encoding, storage, retrieval
20. Clarice presses the Ctrl and S keys on her keyboard to save a document. A file is then created on her computer's hard drive. Clarice's action is MOST analogous to the memory activity of:
- A) storage.
 - B) encoding.
 - C) retrieval.
 - D) interference.
21. When one uses the term "remembering" in day-to-day life, one is making reference to the memory process of:
- A) rehearsal.
 - B) retrieval.
 - C) encoding.
 - D) storage.

22. Which of the following sequences best reflects the order of stages in the information processing model of memory?
- A) short-term memory > sensory memory > long-term memory
 - B) short-term memory > working memory > long-term memory
 - C) sensory memory > short-term memory > long-term memory
 - D) sensory memory > long-term memory > short-term memory
23. Which statement describes a potential flaw of the information-processing model of memory?
- A) Sensory memory may be an aspect of perception rather than one of memory.
 - B) No clear boundary may actually exist between short-term memory and long-term memory.
 - C) The model may be overly simplistic.
 - D) All these statements describe potential flaws of the information-processing model of memory.
24. According to the levels of processing framework, which of the following students should retrieve information more successfully on classroom tests?
- A) Grant, who attempts to memorize his notes
 - B) Irene, who attempts to relate her notes to information she has learned in other classes
 - C) Grant and Irene should retrieve information equally well on tests.
 - D) The levels of processing framework makes no prediction in this situation.
25. In the words of George Miller, the capacity of short-term memory is the "magical number _____."
- A) 5, plus or minus 2
 - B) 6, plus or minus 1
 - C) 7, plus or minus 2
 - D) 9, plus or minus 2
26. As Rodolfo works on a complex multiplication problem in his head, the numbers he is manipulating are in his _____ memory, and the multiplication tables he is drawing upon are in his _____ memory.
- A) working; long-term
 - B) working; sensory
 - C) long-term; working
 - D) sensory; working

27. Memories of which a person is not consciously aware are called _____ memories.
- A) internal
 - B) subliminal
 - C) subconscious
 - D) implicit
28. A stimulus that facilitates the recall of information from long-term memory is called a:
- A) retrieval cue.
 - B) reminder.
 - C) recall cue.
 - D) memory probe.
29. An essay question is a _____ test of memory. A multiple-choice question is a _____ test.
- A) recall; recall
 - B) recall; recognition
 - C) recognition; recall
 - D) recognition; recognition
30. The theories of forgetting described in the text may be likened to the difficulties people might face in trying to find an old file on the computer. Which theory is correctly likened to a corresponding file-finding difficulty?
- A) decay – The desired file was never saved in the first place.
 - B) interference – There are so many files crowding the hard drive that one can't find the desired file.
 - C) encoding failure – The desired file is so old that it has become corrupted and irretrievable.
 - D) priming – The file was saved in an inaccessible location.
31. The inability to retrieve past memories is called _____ amnesia. The inability to develop new memories is called _____ amnesia.
- A) retroactive; anterograde
 - B) anterograde; retrograde
 - C) proactive; retrograde
 - D) retrograde; anterograde
32. The frontal lobe is to _____ memory as the temporal lobe is to _____ memory.
- A) spatial; emotional
 - B) spatial; working
 - C) emotional; spatial
 - D) working; spatial

33. Janna is puzzling over a fill-in-the-blank question on a sociology test. Answering the question correctly requires Janna to use her _____ memory.
- A) explicit
 - B) implicit
 - C) procedural
 - D) episodic
34. Based on the _____ effect, _____ practice leads to better learning than _____ practice does.
- A) spacing; distributed; massed
 - B) spacing; massed; distributed
 - C) distributive; spaced; massed
 - D) distributive; massed; spaced
35. Obtaining, converting, and using knowledge is called:
- A) cognition.
 - B) thinking.
 - C) introspection.
 - D) rumination.
36. Mental representations of categories of objects, situations, or ideas that share common features are called:
- A) prototypes.
 - B) concepts.
 - C) heuristics.
 - D) images.
37. Formal concepts are:
- A) defined by a prototype.
 - B) more common than natural concepts.
 - C) defined by specific rules.
 - D) learned through everyday experience.
38. When one tries to solve a problem by using a variety of strategies and eliminating those that do not work, one is using:
- A) an algorithm.
 - B) insight.
 - C) trial and error.
 - D) a heuristic.

39. Which statement about heuristics is true?
- A) Heuristics always lead to the correct solution of a problem.
 - B) Heuristics are a slower way to solve problems than are other strategies.
 - C) Heuristics represent commonly used approaches to the solution of a problem.
 - D) Heuristics are used as problem-solving strategies by computers, but not by humans.
40. A jeweler is unable to fix a particular mounting in a ring because she can imagine only the conventional uses for her tools. This situation demonstrates:
- A) insight.
 - B) trial and error.
 - C) algorithmic thinking.
 - D) functional fixedness.
41. People seek and remember evidence that supports their existing hypotheses; they ignore or discount contradictory evidence. In other words, people are prone to the:
- A) representativeness heuristic.
 - B) framing effect.
 - C) confirmation bias.
 - D) availability heuristic.
42. Each of these is a widely-used intelligence test EXCEPT:
- A) WISC-IV.
 - B) WAIS-IV.
 - C) Spearman *G* Scale.
 - D) Stanford-Binet Intelligence Scale.
43. If one wished to predict an individual's ability or potential for success in a given area, one would use an _____ test. If one wished to measure an individual's level of knowledge in a given area, one would use an _____ test.
- A) achievement; achievement
 - B) achievement; aptitude
 - C) aptitude; achievement
 - D) aptitude; aptitude
44. A test that does not discriminate against the members of any minority group is termed a _____ test.
- A) culture-fair
 - B) culture-free
 - C) culture-neutral
 - D) culture-positive

45. Is there a difference between the terms "mental retardation" and "intellectual disability"?
- A) No. The terms are used interchangeably and equally often.
 - B) Yes. "Intellectual disability" is now the preferred term, although "mental retardation" is still used often.
 - C) Yes. The term "mental retardation" has replaced the term "intellectual disability" among psychologists.
 - D) Yes. The terms refer to different types of deficits in functioning.
46. Solving an algebra problem exemplifies:
- A) convergent thinking.
 - B) flexibility.
 - C) divergent thinking.
 - D) originality.
47. The term _____ refers to a measure of the degree to which a characteristic can be attributed to genetic factors.
- A) correlation
 - B) concordance
 - C) inheritance
 - D) heritability
48. The first intelligence test was devised by:
- A) Binet.
 - B) Stern.
 - C) Weschler.
 - D) Spearman.
49. Lori and Monica are looking at the cans of coffee on display at a local supermarket. They are trying to decide which of two different-sized cans is a better buy. Lori attempts to divide the price of each can by the number of ounces of coffee each contains. Monica suggests that "the larger size is usually a better buy." Lori is using a(n) _____; Monica is using a(n) _____.
- A) heuristic; algorithm
 - B) algorithm; heuristic
 - C) prototype; algorithm
 - D) heuristic; prototype

50. Stereotypes spring to mind easily. Therefore, people sometimes use them to judge the frequency of certain events, such as crimes in a given neighborhood. This example BEST describes the use of the _____ heuristic.
- A) framing
 - B) representativeness
 - C) availability
 - D) familiarity