

## Exam 2

1. What did Hermann Ebbinghaus contribute to the study of memory?

- A. He was the first to map the brain areas responsible for memory.
- B. He devised the first mnemonic devices.
- C. He used hypnosis to reveal lost memories.
- \*D. He conducted the first experiments to measure memory.

% Correct: 93.64%

Comments:

2. If you try to describe your high school graduation, you are engaged in which type of memory test?

- \*A. Free recall
- B. Recognition
- C. Savings
- D. Implicit

% Correct: 70.91%

Comments:

3. When you demonstrate how to hit a golf ball, what type of memory do you display?

- A. State dependent
- B. Episodic
- C. Semantic
- \*D. Procedural

% Correct: 95.45%

Comments:

4. According to research from the 1950s, how much information can short-term memory hold?

- A. Only one item at a time
- B. Two items at a time
- \*C. About seven items at a time
- D. A virtually unlimited amount of information

% Correct: 98.18%

Comments:

5. How does "chunking" help your memory?

- A. It helps you convert memory into practical actions.
- B. It helps you recover memories you thought you had forgotten.
- C. It helps you form permanent connections in the cerebral cortex.
- \*D. It helps you store more information in a shorter period.

% Correct: 90.91%

Comments:

6. Which effect refers to the tendency to remember the first item on a list?

- A. Episodic effect
- B. Stroop effect
- C. Recency effect
- \*D. Primacy effect

% Correct: 100.00%

Comments:

7. Of the following strategies, which is the most effective way to increase your depth of processing for a list of objects?

- \*A. Think about how helpful each object might be for survival in the wild.
- B. Read the list forward and then read it backward.
- C. Repeat each item as many times as possible in the available time.
- D. Write each word with your right hand, then with your left hand.

% Correct: 80.00%

Comments:

8. When you read the word "fall" on a list, you think of it as a season of the year. Later when someone asks which word on the list means a way to get injured, you don't think of fall. Why?

- A. Hindsight bias
- B. Implicit memory
- C. Depth of processing
- \*D. Encoding specificity

% Correct: 80.91%

Comments:

9. What term refers to the strengthening of a stored memory over time?

- A. The law of effect
- B. The availability heuristic
- \*C. Consolidation
- D. The Stroop effect

% Correct: 90.00%

Comments:

10. Based on the reconstruction effect, if you try to repeat a story that you heard last week and now remember poorly, what is likely to occur?

- A. You will remember a few random details in no logical order.
- \*B. You will add events that weren't in the story, but would have made sense.
- C. You will remember mainly the odd events that did not make sense.
- D. You will tell the story slowly, but eventually repeat almost all of it.

% Correct: 86.36%

Comments:

11. Which of the following is an example of proactive interference?

- \*A. After staying in eight motel rooms in the last month, you cannot remember your room number in your current motel.
- B. After memorizing eight poems in the last month, you cannot remember the first one you learned.
- C. After a severe head concussion, you have difficulty studying and remembering new information.
- D. When you try to tell a story, you leave out odd details and fill in the gaps with reasonable expectations of what should have happened.

% Correct: 77.27%

Comments:

12. The Stroop effect illustrates the exceptional power of

- \*A. automaticity.
- B. controlled processing.
- C. the levels of processing effect.
- D. the inattentional bias.

% Correct: 73.64%

Comments:

13. Someone who suffers a head concussion and loses consciousness often forgets the events leading up to the accident. What kind of memory loss is this?

- \*A. Retrograde amnesia
- B. Anterograde amnesia
- C. Implicit memory loss
- D. Procedural memory loss

% Correct: 94.55%

Comments:

14. Our inability to quickly identify a penguin as a bird speaks to the issue of \_\_\_\_\_ when identifying categories.

- A. improper sets
- \*B. typicality
- C. algorithms
- D. rules of injunction

% Correct: 80.91%

Comments:

15. What causes you to quickly notice one red tree within a forest of green trees?

- A. The availability heuristic
- B. The representativeness heuristic
- C. A top-down process
- \*D. A bottom-up process

% Correct: 59.09%

Comments:

16. According to cognitive research on categorization, which of the following would be considered a good prototype of "athlete"?

- A. Chess champion
- B. Basketball fan
- \*C. Olympic champion
- D. Couch potato

% Correct: 98.18%

Comments:

17. According to the conceptual network approach, which of the following questions should most people answer most rapidly?

- A. Do porcupines have lungs?
- \*B. Do porcupines have quills?
- C. Do porcupines drink water?
- D. Are porcupines made of carbon compounds?

% Correct: 70.91%

Comments:

18. Psychologists developed the concept of spreading activation to explain what phenomenon?

\*A. Hearing a word primes you to think of related words.

B. Trying to do two things at the same time impairs performance of at least one of them.

C. Many highly emotional people also tend to be highly creative.

D. People who can control their attention well also control their emotions well.

% Correct: 93.64%

Comments:

19. You most often rely on heuristics in what type of situation?

A. When dealing with simple mathematical problems

B. When it is important to choose the best possible answer

\*C. When it is unrealistic to test every hypothesis

D. When you are engaged in System 2 thinking

% Correct: 72.73%

Comments:

20. Suppose a restaurant has an eight-page menu. Which of the following is probable?

\*A. Maximizers will have a hard time deciding on anything.

B. Maximizers will make a poor choice.

C. Maximizers will choose quickly and enjoy their choice.

D. Satisficers will have a hard time deciding on anything, and will regret their choice.

% Correct: 91.82%

Comments:

21. If you need something to stir your soup and you overlook the possibility of using a paintbrush, what tendency have you demonstrated?

A. Overlooking base-rate information

B. Maximizing strategy

C. Framing effect

\*D. Functional fixedness

% Correct: 91.82%

Comments:

22. After waiting in line for an hour to buy tickets, you discover that the tickets cost more than you wanted to pay. You buy them anyway, to avoid wasting that much time. What tendency does this show?

A. Confirmation bias

B. Functional fixedness

\*C. Sunk cost effect

D. Framing effect

% Correct: 90.00%

Comments:

23. The studies with bonobos imply what advice for teaching language to children?

A. Teach each word one at a time.

B. Before starting, determine whether the child is a visual learner or a verbal learner.

C. Provide a long rest after each training session.

\*D. Start when they are young.

% Correct: 77.06%

Comments:

24. What is the “language acquisition device”?

A. A machine that helps people with brain damage understand speech

\*B. A built-in mechanism to aid in learning language

C. A type of short-term memory that stores parts of a sentence

D. A machine that teaches language to slow-learning children

% Correct: 97.27%

Comments:

25. How many morphemes are in the word friends?

A. 1

\*B. 2

C. 3

D. 7

% Correct: 70.91%

Comments:

26. What does an aptitude test measure?

A. Reading ability

B. Mathematical ability

\*C. Fluid intelligence

D. Crystallized intelligence

% Correct: 80.00%

Comments:

27. What is the intention behind the Raven’s Progressive Matrices?

A. To measure strengths and weaknesses on a variety of specialized intellectual skills

B. To measure intelligence while also determining the factors that influence it

C. To measure intelligence and personality at the same time

\*D. To measure intelligence with as little cultural influence as possible

% Correct: 75.45%

Comments:

28. Before a new intelligence test can be considered “standardized,” what must its authors do?

A. Demonstrate that the reliability is at least 0.95.

B. Make the test freely available to anyone who wishes to use it.

\*C. Determine the norms for the test scores.

D. Compare the test to other widely used tests in the same field.

% Correct: 71.82%

Comments:

29. According to research comparing IQ test performance across different generations over time, what would have happened if psychologists did not periodically revise IQ tests?

A. Females would start scoring higher than males.

- B. Males would start scoring higher than females.
- \*C. The mean score on the tests would have gradually increased.
- D. The mean score on the tests would have gradually decreased.

% Correct: 98.18%

Comments:

30. According to the James-Lange theory, what is responsible for the feeling aspect of an emotion?

- \*A. Perception of changes in the body
- B. Conditioned responses to sudden stimuli
- C. Slow, high-amplitude waves of activity in the cerebral cortex
- D. The ratio of dopamine to serotonin in the cerebral cortex

% Correct: 79.09%

Comments:

31. What evidence do some psychologists cite to support the idea that humans have six “basic” emotions?

- A. Ancient civilizations named six of the days of the week after one of these emotions.
- B. Each of the six emotions depends on a different neurotransmitter.
- \*C. Six facial expressions of emotion are recognizable throughout the world.
- D. Certain genetic mutations cause the loss of just one of these emotions.

% Correct: 92.73%

Comments:

32. Why does the “circumplex” model of emotion place anger and fear near each other?

- A. Their facial expressions use the same muscles.
- \*B. They have similar amounts of pleasure and arousal.
- C. They begin to develop at the same age in infancy.
- D. They are equally widespread in the animal kingdom.

% Correct: 72.73%

Comments:

33. According to drive-reduction theories of emotion, what do you do after you satisfy all your needs?

- A. You set higher goals.
- B. You devote your energies to creative activities.
- C. You socialize with other people.
- \*D. You become inactive.

% Correct: 65.45%

Comments:

34. What is intrinsic motivation?

- A. Motivation based on a desire to help someone else
- B. Motivation based on rewards or punishments
- \*C. Motivation based on the pleasure of doing the act itself
- D. Motivation based on a change in some body variable

% Correct: 87.27%

Comments:

35. In Maslow’s hierarchy of needs, which is the lowest need that we aim to meet first?

- A. Self-esteem
- B. Self-fulfillment
- C. Social interaction
- \*D. Physiological needs

% Correct: 97.27%

Comments:

36. In our attempts to explain the actions of individuals, the formula  $B = f(P, E)$  was introduced. What did the B stand for in this formula?

- A. belief
- \*B. behavior
- C. byproduct
- D. bend

% Correct: 100.00%

Comments:

37. What was a major criterion for identifying the Big Five personality traits?

- A. All of them should have been essential for survival throughout human evolution.
- \*B. None of them should correlate highly with any of the others.
- C. None of them should depend on the same brain area as any of the others.
- D. All of them should be easily identifiable at all ages from infancy to old age.

% Correct: 60.91%

Comments:

38. Which personality trait is generally stronger in middle-aged people than in teenagers?

- A. Extraversion
- \*B. Conscientiousness
- C. Openness to experience
- D. Neuroticism

% Correct: 90.91%

Comments:

39. Which of these is another name for one of the Big Five personality traits?

- A. Sexiness
- B. Self-esteem
- C. Belief in a just world
- \*D. Emotional stability

% Correct: 85.45%

Comments:

40. Which test is often used to determine an individual's levels on the Big 5 traits?

- A. The MMPI
- B. The Rorschach
- C. The TAT
- \*D. The NEO-PI

% Correct: 88.18%

Comments:

41. According to social psychologists, when you are in a crowd of people, what are you LESS likely to do?

- \*A. Help a person who might be hurt
- B. Think of yourself as being special
- C. Maintain good posture
- D. Account for your behavior by an external attribution

% Correct: 89.09%

Comments:

42. If your first impression of someone influences your behavior, and your behavior causes that person to live up to or down to your expectations, the result is an example of what?

- A. Fundamental attribution error
- B. Reaction formation
- C. Actor-observer effect
- \*D. Self-fulfilling prophecy

% Correct: 69.09%

Comments:

43. Which of these is an example of an internal attribution?

- A. He got angry with the clerk because the clerk tried to cheat him.
- B. He got angry with the clerk because many events had gone badly for him that day.
- C. He got angry with the clerk because the store refused to take his check.
- \*D. He got angry with the clerk because he is an angry person.

% Correct: 90.00%

Comments:

44. Which of the following produces cognitive dissonance?

- \*A. Saying one thing and doing something else
- B. Participating in a long, boring task
- C. Having a heated argument with someone you dislike
- D. Studying long hours on an important topic

% Correct: 91.82%

Comments:

45. What did Solomon Asch's famous line studies reveal about conformity?

- A. Most Americans refuse to conform to what others are saying or doing.
- B. People conform to others' opinions when they know the others are better informed.
- \*C. People can conform to others' opinions that they know are wrong.
- D. People conform to others' opinions only when it is difficult to know what is right.

% Correct: 79.09%

Comments:

46. What happened in Stanley Milgram's research on obedience?

- A. People assigned to be "guards" had power over those assigned as "prisoners."
- \*B. People thought they were administering shocks to another individual.
- C. People gave speeches on assigned topics, defending ideas they in fact opposed.
- D. People told lies in return for either large or small bribes.

% Correct: 89.09%

Comments:

47. When “group polarization” occurs, what is the result?

- A. A split into opposing factions that fail to reach an agreement
- B. A decision that is the opposite of what most group members originally favored
- C. A more moderate decision than what most group members originally favored
- \*D. A more extreme decision than what most group members originally favored

% Correct: 90.91%

Comments:

48. Albert Bandura demonstrated the effects of modeling on \_\_\_\_\_ in his famous Bobo Doll experiment.

- A. college students
- \*B. children
- C. chimpanzees
- D. fish

% Correct: 97.27%

Comments:

49. Under which condition are you likely to follow the central route to persuasion?

- A. When other people are making similar decisions
- B. When you don't have time to consider the facts carefully
- C. When you are making a purchase
- \*D. When deciding about something important to you

% Correct: 61.47%

Comments:

50. “I drove fast today because I was in a hurry. That other driver who drove fast is probably a rude, aggressive person.” Which phenomenon do these statements illustrate?

- \*A. The actor-observer effect
- B. Cognitive dissonance
- C. Pluralistic ignorance
- D. The forewarning effect

% Correct: 86.24%

Comments: