

Name: _____

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INTRODUCTORY PSYCHOLOGY
PSY 202-02, Fall 2007
Test 3

Multiple Choice. Circle the letter corresponding to the single most correct answer (@ 1 point).

1. The process of getting information out of memory is called:
A) encoding.
B) relearning.
C) retrieval.
D) rehearsal. C

2. Your consciously activated but limited-capacity memory is called _____ memory.
A) short-term
B) implicit
C) mood-congruent
D) explicit A

3. Automatic processing occurs without:
A) iconic memory.
B) semantic encoding.
C) conscious awareness.
D) long-term potentiation. C

4. The tendency to immediately recall the first and last items in a list better than the middle items is known as the _____ effect.
A) serial position
B) misinformation
C) imagination
D) spacing A

5. We are more likely to remember the words "typewriter, cigarette, and fire" than the words "void, process, and inherent." This best illustrates the value of:
A) long-term potentiation.
B) flashbulb memory.
C) imagery.
D) iconic memory. C

6. Explicit memory is to long-term memory as iconic memory is to _____ memory.
A) sensory
B) short-term
C) flashbulb
D) implicit A

7. "The magical number seven, plus or minus two" refers to the storage capacity of _____ memory.

- A) short-term
- B) explicit
- C) flashbulb
- D) implicit

A

8. The increase in synaptic firing potential that contributes to memory formation is known as:

- A) chunking.
- B) automatic processing.
- C) long-term potentiation.
- D) proactive interference.

C

9. The temporary release of stress hormones into the bloodstream facilitates:

- A) repression.
- B) source amnesia.
- C) retroactive interference.
- D) long-term potentiation.

D

10. Cerebellum is to _____ memory as hippocampus is to _____ memory.

- A) short-term; long-term
- B) long-term; short-term
- C) implicit; explicit
- D) explicit; implicit

C

11. Which test of memory typically provides the fewest retrieval cues?

- A) recognition
- B) recall
- C) relearning
- D) rehearsal

B

12. The disruptive effect of prior learning on the recall of new information is called:

- A) retroactive interference.
- B) the serial position effect.
- C) the spacing effect.
- D) proactive interference.

D

13. The title of a song is on the tip of Gerard's tongue, but he cannot recall it until someone mentions the songwriter's name. Gerard's initial inability to recall the title was most likely caused by:
- A) encoding failure.
 - B) statedependent memory.
 - C) retrieval failure.
 - D) repression.
14. As a child, Milton dreamed that he was chased and attacked by a ferocious dog. Many years later, he mistakenly recalled that this had actually happened to him. Milton's false recollection best illustrates:
- A) mood-congruent memory.
 - B) proactive interference.
 - C) implicit memory.
 - D) source amnesia.
15. Which term refers to all the mental activities associated with thinking, knowing, remembering and communicating?
- A) schema
 - B) heuristic
 - C) cognition
 - D) syntax
16. When we use the word "automobile" to refer to a category of transport vehicles, we are using this word as a(n):
- A) fixation.
 - B) heuristic.
 - C) concept.
 - D) algorithm.
17. A prototype is a:
- A) mental grouping of similar objects, events, or people.
 - B) step-by-step procedure for solving problems.
 - C) best example of a particular category.
 - D) simple thinking strategy for solving problems efficiently.

18. Simple thinking strategies that allow us to solve problems and make judgments efficiently are called:
- A) fixations.
 - B) heuristics.
 - C) prototypes.
 - D) algorithms.
19. A chess-playing computer program that routinely calculates all possible outcomes of all possible game moves best illustrates problem solving by means of:
- A) the availability heuristic.
 - B) belief perseverance.
 - C) an algorithm.
 - D) functional fixedness.
20. The confirmation bias refers to the tendency to:
- A) search for information that is consistent with our preconceptions.
 - B) judge the likelihood of events on the basis of how easily we can remember examples of them.
 - C) overestimate the accuracy of our beliefs and judgments.
 - D) overestimate the degree to which other people share our beliefs.
21. The inability to take a new perspective on a problem is called a:
- A) confirmation bias.
 - B) fixation.
 - C) heuristic.
 - D) framing effect.
22. The tendency to think of objects only in terms of their normal uses is called:
- A) functional fixedness.
 - B) the availability heuristic.
 - C) confirmation bias.
 - D) belief perseverance.
23. The representativeness heuristic refers to our tendency to:
- A) judge the likelihood of category membership by how closely an object or event resembles a particular prototype.
 - B) judge the likelihood of an event in terms of how readily instances of its occurrence are remembered.
 - C) search for information that is consistent with our preconceptions.
 - D) cling to our initial conceptions, even though they have been discredited.

B

C

A

B

A

A

24. Our tendency to judge the likelihood of an event on the basis of how readily we can remember instances of its occurrence is called the:
- A) framing effect.
 - B) confirmation bias.
 - C) representativeness heuristic.
 - D) availability heuristic.
25. Whorf's linguistic determinism hypothesis emphasizes that:
- A) infancy is a critical period for language development.
 - B) all languages share a similar grammar.
 - C) our linguistic proficiencies influence our social status.
 - D) words shape the way people think.
26. Which of the following would be most characteristic of a 2-year-old's telegraphic speech?
- A) "a doggy"
 - B) "eat apple"
 - C) "to store"
 - D) "ball pretty"
27. Spearman's *g* factor refers to:
- A) the genetic contribution to intelligence.
 - B) a general intelligence that underlies successful performance on a wide variety of tasks.
 - C) a highly developed skill or talent possessed by an otherwise retarded person.
 - D) the ability to understand and regulate emotions.
28. Although Nicole scored well above average on an academic aptitude test, she frequently loses her temper and needlessly antagonizes even her best friends. Her behavior best illustrates a low level of:
- A) convergent thinking.
 - B) the *g* factor.
 - C) mental age.
 - D) emotional intelligence.
29. A complex, unlearned, and fixed pattern of behavior common to all members of a species is called a(n):
- A) set point.
 - B) drive.
 - C) instinct
 - D) incentive.

D

D

B

B

D

C

30. Food deprivation is to _____ as hunger is to _____.
A) homeostasis; thirst
B) incentive; instinct
C) need; drive
D) pornography; lust
31. Positive and negative environmental stimuli that motivate behavior are called:
A) needs.
B) incentives.
C) set points.
D) drives.
32. Which theory would be most helpful for explaining why people are motivated to watch horror movies?
A) instinct theory
B) drive-reduction theory
C) hierarchy of needs theory
D) arousal theory
33. The set point is:
A) the stage of the sexual response cycle that occurs just before orgasm.
B) the body temperature of a healthy organism, for example, 98.6 degrees F in humans.
C) the point at which energy expenditures from exercise and from metabolism are equal.
D) the specific body weight maintained automatically by most adults over long periods of time.
34. Research on the physiological basis of hunger has indicated that:
A) there is no relationship between stomach contractions and the experience of hunger.
B) hunger continues in humans whose cancerous stomachs have been removed.
C) rats whose stomachs have been removed must be force-fed to prevent starvation.
D) the LH turns off the hunger drive
35. The most basic or lowest-level need in Maslow's hierarchy of human motives includes the need for:
A) self-esteem.
B) love and friendship.
C) religious fulfillment.
D) food and water.

36. About eight months ago, 14-year-old Shelley went on a drastic weight-loss diet that caused her to drop from 110 to 80 pounds. Although she is now dangerously underweight and under-nourished, she continues to think she looks fat. Her frustrated father recently forced her to eat a peanut butter sandwich, but Shelley immediately went to the bathroom and threw it all up. Shelley most clearly suffers from:
- A) a sexual disorder.
 - B) an abnormally low set point.
 - C) a high basal metabolic rate.
 - D) anorexia nervosa.
37. The refractory period is the:
- A) moment before orgasm during which sexual arousal is maintained at a fairly high level.
 - B) stage of the sexual response cycle during which sexual excitation reaches its climax.
 - C) span of the monthly female reproductive cycle during which ovulation occurs.
 - D) time span after orgasm during which a male cannot be aroused to another orgasm.
38. Research on sex hormones and human sexual behavior indicates that:
- A) women's sexual interests are only loosely linked to the phases of their menstrual cycles.
 - B) adult men who have been castrated show virtually no reduction in sex drive.
 - C) sexual interests are aroused by decreased testosterone levels in women and increased testosterone levels in men.
 - D) imprisoned male sex offenders typically experience lower-than-normal testosterone levels.
39. Research on the environmental conditions that influence sexual orientation indicates that:
- A) homosexuals are more likely than heterosexuals to have been sexually abused during childhood.
 - B) homosexuals are more likely than heterosexuals to have been overprotected by their mothers.
 - C) homosexuals are more likely than heterosexuals to have been raised in a father-absent home.
 - D) the reported backgrounds of homosexuals and heterosexuals are similar.
40. Research has found that an animal's sexual orientation can be altered by:
- A) manipulations of prenatal hormone conditions.
 - B) exposure only to animals of the same sex.
 - C) injections of sex hormones in early adulthood.
 - D) destruction of the hippocampus.

D

D

A

D

A

41. Jeff, who is 14, engages in rigorous tennis drills or competitive play at least four hours every day because he wants to master the sport and play on one of the best college teams in the country. His goal and behavior best illustrate the concept of:
- A) set point.
 - B) homeostasis.
 - C) refractory period.
 - D) achievement motivation.
42. Foolish conformity to peer pressure is most likely to be motivated by _____ needs.
- A) safety
 - B) belongingness
 - C) achievement
 - D) self-actualization

D

B

PSY 202-02 (TTh 1:30-2:45)

Write answers to these questions in your blue-book.

KEY TERMS. Select as many as you know. For each term, supply a precise definition including the context and a clear example. For each name, identify the context and 2 other pieces of information. Partial answers will be worth partial credit, but silly guesses will result in a loss of up to 3 points (@ +/- 3 points).

John Zubeck

Hilda Bruch

Prepotent Needs

Self-Referencing Effect

UUT

Negative Transfer of Training

Episodic Memory

Attention Filter

SHORT ANSWER. Select and answer 1 of these 2 questions (@ 8 points).

1. Diagram the 4 major parts of the memory system. Then use your diagram to discuss how you learned "iconic", including technical terms wherever appropriate.
2. Compare & contrast each pair by identifying a major similarity & major difference:
 - Elaborative vs Maintenance Rehearsal
 - Maier 2-String vs Stroop Color-Naming
 - McDougall vs Freud
 - Implicit vs Explicit