

Essay tests measure ____ and multiple choice tests measure ____.

- A) long-term memory; short-term memory
- B) recall; recognition
- C) retrieval; clustering
- D) semantic memory; visual memory

Although Jason lost his left leg beneath the knee, he often experiences great pain in his left foot.

This is known as:

- A) psychosomatic pain
- B) phantom limb pain
- C) substance P overload
- D) ineffective pain gate

The idea that “the whole is greater than the sum of its parts” has been most clearly associated with which approach?

- A) clinical psychology
- B) Gestalt psychology
- C) cognitive-behavioral psychology
- D) perceptual psychology

In Pavlov’s studies, the dog’s salivation after hearing a bell is the:

- A) unconditioned stimulus
- B) unconditioned response
- C) conditioned stimulus
- D) conditioned response

Little Albert’s father, Big Jimmy, was frightened by a barking dog. For the next few months, he was afraid of all dogs. This is an example of:

- A) stimulus generalization
- B) stimulus discrimination
- C) secondary reinforcement
- D) latent learning

In the “Bobo doll” studies, Bandura demonstrated that:

- A) aggressive children will imitate aggressive behavior
- B) children will imitate aggressive behavior that they’ve observed in adults
- C) children who are non-aggressive will not imitate aggressive behavior
- D) children will imitate aggressive behavior only if it is reinforced with candy

In the three-stage processing model of memory, the stages’ order of occurrence is:

- A) flashbulb, working, long-term
- B) sensory, short-term, long-term
- C) working, short-term, long-term
- D) visual, short-term, long-term

The *self-reference effect* refers to improved memory for information when:

- A) someone told the person directly
- B) the person saw the event first-hand
- C) that information holds personal meaning
- D) the person has been directly accused of something

Our immediate, short-term memory for new material is limited in capacity to roughly ___ bits of information.

- A) 3 plus or minus 1
- B) 12 plus or minus 3
- C) 20 plus or minus 4
- D) 7 plus or minus 2

According to Maslow, we are driven to achieve the goal of:

- A) self-actualization
- B) self-concept
- C) analytic insight
- D) personal betterment

Jessica was out of coffee filters and did not think of trying a paper towel instead. The tragic outcome: she went without caffeine. Her failure illustrates:

- A) representativeness heuristic
- B) algorithms
- C) functional fixedness
- D) availability heuristic

Gambling is perpetuated, in part, by the comparative ease of remembering the times we won.

This is an example of:

- A) false memory
- B) availability heuristic
- C) false prototypes
- D) concept misattribution

The stage of speech in which a young child says things like “car go” and “want candy” is called:

- A) one-word speech
- B) telegraphic speech
- C) babbling
- D) morpheme speech

A key way that human communication differs from other animals' communication is our use of:

- A) vocal sounds
- B) complex syntax
- C) phonemes
- D) morphemes

Animal researchers have shown that chimpanzees and apes can:

- A) communicate with one another
- B) show insight
- C) comprehend the basic syntax of human speech
- D) all of the above

Human infants prefer to look at:

- A) a bull's eye pattern.
- B) things resembling a human face
- C) a circle
- D) a shiny object

Timmy's father covered up a toy with a towel. At age 4 months, Timmy did not look for it, but at 5 months, Timmy lifted the towel to get the toy. Timmy has developed:

- A) egocentrism
- B) object permanence
- C) accommodation
- D) conservation

The difference between a 12-month-old child and most 18-month-old children when you put rouge on one cheek and place them in front of a mirror is:

- A) there is no difference
- B) the 12mo will think it is cute
- C) the 18mo will be less upset
- D) the 18mo will try to wipe it off