[Fill-in-the-blank] 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**