1. William James was a prominent American
   A) psychoanalyst.
   B) behaviorist.
   C) functionalist.
   D) structuralist.
   E) gestaltist.

2. Dr. Wilcox conducts basic research on the behavioral differences between introverted
   and extraverted people. Dr. Wilcox is most likely a(n) _______ psychologist.
   A) clinical
   B) biological
   C) cognitive
   D) industrial/organizational
   E) personality

3. Which professional specialty focuses on the diagnosis and treatment of people with
   psychological disorders?
   A) personality psychology
   B) social psychology
   C) biological psychology
   D) clinical psychology
   E) developmental psychology

4. The specialist most likely to have a medical degree is a(n)
   A) clinical psychologist.
   B) industrial/organizational psychologist.
   C) developmental psychologist.
   D) psychiatrist.
   E) biological psychologist.

5. Which perspective is most directly concerned with how the physical properties of the
   brain influence behaviors and mental states?
   A) cognitive
   B) social-cultural
   C) psychodynamic
   D) behavioral
   E) neuroscience
6. Who would have been most likely to ignore mental processes and to define psychology as “the scientific study of observable behavior”?
   A) Watson
   B) Titchener
   C) Wundt
   D) Piaget
   E) James

7. Professor Reed attempts to assess the relative contributions of heredity and home environment on children’s susceptibility to depression. Her research best illustrates the concerns of the ________ perspective.
   A) psychodynamic
   B) behavior genetics
   C) cognitive
   D) humanistic
   E) behavioral

8. Which perspective highlights the reproductive advantages of inherited psychological traits?
   A) evolutionary
   B) cognitive
   C) behavioral
   D) social-cultural
   E) behavior genetics

9. In the early 1960s, the cognitive revolution in psychology involved a renewal of interest in the scientific study of
   A) mental processes.
   B) hereditary influences.
   C) unconscious motives.
   D) learned behaviors.
   E) evolutionary influences.

10. Who was a student of William James and the first female president of the American Psychological Association?
    A) Jean Piaget
    B) Francis Bacon
    C) Rosalie Rayner
    D) Mary Calkins
    E) Margaret Washburn
11. The scientific attitude of humility is most likely to be undermined by
   A) the hindsight bias.
   B) correlational evidence.
   C) random assignment.
   D) operational definitions.
   E) naturalistic observation.

12. Thinking that she had outperformed most of her classmates, Glenda was surprised to receive just an average grade on her psychology test. Glenda’s experience best illustrates
   A) overconfidence.
   B) the hindsight bias.
   C) the placebo effect.
   D) negative correlation.
   E) illusory correlation.

13. During the past year, Zara and Ivan each read 2 books, but George read 9, Ali read 12, and Marsha read 25. The median number of books read by these individuals was
   A) 2.
   B) 50.
   C) 10.
   D) 12.
   E) 9.

14. A research method in which an investigator manipulates factors that potentially produce a particular behavior is called a(n)
   A) survey.
   B) experiment.
   C) case study.
   D) naturalistic observation.
   E) correlational method.

15. Correlational research is most useful for purposes of
   A) explanation.
   B) prediction.
   C) control.
   D) replication.
   E) experimentation.
16. Variation is to central tendency as _______ is to _______.
   A) range; median
   B) median; mean
   C) mode; mean
   D) scatterplot; bar graph
   E) correlation; scatterplot

17. In a test of the effects of sleep deprivation on problem-solving skills, research participants are allowed to sleep either 4 or 8 hours on each of three consecutive nights. This research is an example of
   A) naturalistic observation.
   B) survey research.
   C) a case study.
   D) an experiment.
   E) a correlational study.

18. Which of the following statistical measures is most helpful for indicating the extent to which high school grades predict college grades?
   A) standard deviation
   B) mean
   C) median
   D) correlation coefficient
   E) range

19. Which of the following correlation coefficients expresses the strongest degree of relationship between two variables?
   A) +0.10
   B) −0.67
   C) 0.00
   D) −0.10
   E) +0.59

20. Which measure of variation is affected most by a few extreme scores?
   A) mode
   B) standard deviation
   C) mean
   D) median
   E) range
21. The parietal lobes are to _______ as the occipital lobes are to _______.  
   A) hearing; speaking  
   B) sensing touch; seeing  
   C) sensing pleasure; sensing pain  
   D) tasting; smelling  
   E) speaking; seeing  

22. Which endocrine gland regulates body growth?  
   A) parathyroid  
   B) adrenal  
   C) thyroid  
   D) pituitary  
   E) pancreas  

23. The part of a neuron that transmits neural messages to other neurons or to muscles or glands is called the  
   A) dendrite.  
   B) synapse.  
   C) association area.  
   D) axon.  
   E) cell body.  

24. Olds and Milner located reward centers in the brain structure known as the  
   A) sensory cortex.  
   B) hypothalamus.  
   C) cerebellum.  
   D) medulla.  
   E) amygdala.  

25. Which lobes of the brain receive the input that enables you to feel someone scratching your back?  
   A) parietal  
   B) temporal  
   C) occipital  
   D) frontal  
   E) cerebral.
26. The depolarization of a neural membrane can create a(n)
   A) action potential.
   B) myelin sheath.
   C) lesion.
   D) neural network.
   E) interneuron.

27. The selective permeability of a neural membrane creates a(n)
   A) myelin sheath.
   B) resting potential.
   C) neural network.
   D) association area.
   E) lesion.

28. Reuptake refers to the
   A) movement of neurotransmitter molecules across a synaptic gap.
   B) release of hormones into the bloodstream.
   C) inflow of positively charged ions through an axon membrane.
   D) reabsorption of excess neurotransmitter molecules by a sending neuron.
   E) the ending of the refractory period.

29. The longest part of a motor neuron is likely to be the
   A) dendrite.
   B) axon.
   C) cell body.
   D) synapse.
   E) neurotransmitter

30. An all-or-none response pattern is characteristic of the
   A) initiation of neural impulses.
   B) release of endorphins into the central nervous system.
   C) release of hormones into the bloodstream.
   D) activation of either the sympathetic or the parasympathetic system.
   E) inheritance of behavioral predispositions.
31. Just prior to awakening Chinua from a hypnotic state, the therapist told him that during the next few days he would feel nauseous whenever he reached for a cigarette. Chinua's therapist was attempting to make use of:
   A) age regression.
   B) posthypnotic suggestion.
   C) hypnagogic sensations.
   D) REM rebound.
   E) a hidden observer.

32. In one experiment, most of the participants who viewed a videotape of men tossing a basketball remained unaware of an umbrella-toting woman sauntering across the screen. This illustrated:
   A) perceptual constancy.
   B) inattentional blindness.
   C) retinal disparity.
   D) stroboscopic movement.
   E) selective attention.

33. Because she was listening to the news on the radio, Mrs. Schultz didn't perceive a word her husband was saying. Her experience best illustrates:
   A) perceptual adaptation.
   B) change blindness.
   C) relative clarity.
   D) the phi phenomenon.
   E) the cocktail party effect.

34. A bank teller was so distracted by the sight of a bank robber's weapon that she failed to perceive important features of the criminal's physical appearance. This best illustrates:
   A) visual capture.
   B) perceptual set.
   C) retinal disparity.
   D) selective attention.
   E) the phi phenomenon.

35. The ability to pay attention to only one voice at a time is called:
   A) perceptual set.
   B) convergence.
   C) perceptual adaptation.
   D) the phi phenomenon.
   E) the cocktail party effect.
36. While a student provided directions to a construction worker, two experimenters rudely interrupted by passing between them carrying a door. The student's failure to notice that the construction worker was replaced by a different person during this interruption illustrates
   A) retinal disparity.
   B) visual capture.
   C) stroboscopic movement.
   D) the Ponzo illusion.
   E) change blindness.

37. Nightmares are to _______ as night terrors are to _______.
   A) REM sleep; Stage 4 sleep
   B) narcolepsy; sleep apnea
   C) delta waves; alpha waves
   D) Stage 4 sleep; Stage 1 sleep
   E) Stage 1 sleep; REM sleep

38. Which of the following is the best advice for a person concerned about occasional insomnia?
   A) Relax and drink a glass of milk before bedtime.
   B) Eat a big dinner late in the evening so you'll feel drowsy at bedtime.
   C) Relax with a drink of your favorite alcoholic beverage just before bedtime.
   D) Engage in some form of vigorous physical exercise shortly before bedtime.
   E) Be sure to sleep later than usual once you do get to sleep.

39. It has been found that night terrors
   A) are usually recalled vividly for days following their occurrence.
   B) are typically accompanied by a state of temporary muscular immobility or paralysis.
   C) jolt the sleeper to a sudden state of full waking alertness.
   D) typically occur during Stage 4 sleep.
   E) involve the temporary inability to breathe.

40. One of the immediate effects of Ecstasy is
   A) increased appetite.
   B) dehydration.
   C) lethargy.
   D) pupil constriction.
   E) decreased blood pressure.
41. A segment of DNA capable of synthesizing a specific protein is called a
   A) gene.
   B) gender schema.
   C) chromosome.
   D) hormone.
   E) neurotransmitter.

42. Identical twins originate from the fertilization of
   A) a single egg cell by a single sperm cell.
   B) two egg cells by a single sperm cell.
   C) a single egg cell by two sperm cells.
   D) two egg cells by two sperm cells.
   E) either two egg cells or two sperm cells.

43. By insisting that humans are “nothing but” products of nature and nurture, we run the
   greatest risk of undermining
   A) collectivism.
   B) individual responsibility.
   C) natural selection.
   D) gender identity.
   E) social learning.

44. The enduring traditions, ideas, attitudes, and behaviors shared by a large group of people
   and transmitted from one generation to the next define their
   A) nature.
   B) temperament.
   C) collectivism.
   D) gender schemas.
   E) culture.

45. The biochemical units of heredity that make up the chromosomes are called
   A) genes.
   B) schemas.
   C) teratogens.
   D) neurotransmitters.
   E) heredity.
46. Parents in Westernized cultures are more likely than parents in Asian cultures to encourage children to value
   A) nonconformity.
   B) gender roles.
   C) cultural traditions.
   D) norms.
   E) enduring friendships.

47. Depending on environmental conditions, specific genes can be either
   A) norms or schemas.
   B) active or inactive.
   C) identical or fraternal.
   D) X chromosomes or Y chromosomes.
   E) sperm or eggs.

48. Compared with the average man, the average woman is
   A) less likely to become sexually re- aroused immediately after orgasm.
   B) more likely to commit suicide.
   C) less likely to express emotions freely.
   D) more vulnerable to depression and anxiety.
   E) more likely to display public anger.

49. People have always responded so positively to Alyssa's good looks that she has developed a socially confident and outgoing personality. This best illustrates
   A) the impact of temperament on gender identity.
   B) that gender schemas and social roles are complementary.
   C) the interaction of nature and nurture.
   D) the reciprocal influence of norms and roles.
   E) the importance of nurture rather than nature.

50. Japanese students are more likely than American students to describe themselves in terms of their
   A) physical appearance.
   B) social identities.
   C) political ideology.
   D) personality traits.
   E) sincerity.
51. According to Piaget's theory, during the concrete operational stage, a child is still unlikely to demonstrate
A) object permanence.
B) comprehension of mathematical transformations.
C) evidence of assimilation and accommodation.
D) the ability to think hypothetically.
E) any evidence of logic.

52. The fact that many happy and well-adjusted adults were once rebellious and unhappy as adolescents is most relevant to the issue of
A) continuity or stages.
B) preconventional or postconventional morality.
C) fluid or crystallized intelligence.
D) stability or change.
E) nature or nurture.

53. Instead of happily exploring the attractive toys located in the pediatrician's waiting room, little Sandra tenaciously clings to her mother's skirt. Sandra most clearly shows signs of
A) habituation.
B) egocentrism.
C) insecure attachment.
D) the rooting reflex.
E) object permanence.

54. Lolita vacillates between acting rebellious toward her parents and high school teachers and behaving with compliance and respect. Erikson would have suggested that Lolita's inconsistency illustrates
A) separation anxiety.
B) role confusion.
C) egocentricity.
D) stagnation.
E) inferiority.

55. Mr. Hersch triggered a rooting reflex in his infant son by touching him on the
A) foot.
B) knee.
C) arm.
D) cheek.
E) palm.
56. The process by which certain birds form attachments during a critical period very early in life is called
   A) imprinting.
   B) assimilation.
   C) habituation.
   D) bonding.
   E) the rooting reflex.

57. According to Erikson, trust is to _______ as identity is to _______.
   A) infancy; childhood
   B) childhood; adolescence
   C) adulthood; childhood
   D) adolescence; adulthood
   E) infancy; adolescence

58. Sierra, a 28-year-old heroin addict, is pregnant. Her baby will be born
   A) with schizophrenia.
   B) a heroin addict.
   C) visually impaired.
   D) with Down syndrome.
   E) hyperactive.

59. Avoiding physical punishment is to _______ morality as respecting the laws of society is to _______ morality.
   A) conventional; postconventional
   B) preconventional; postconventional
   C) postconventional; conventional
   D) conventional; preconventional
   E) preconventional; conventional

60. Researchers have sneakily dabbed rouge on young children's noses in order to study the developmental beginnings of
   A) egocentrism.
   B) object permanence.
   C) habituation.
   D) conservation.
   E) self-awareness.
61. The tendency to perceive a moving light in the night sky as belonging to an airplane rather than a satellite best illustrates the impact of
   A) visual capture.
   B) relative clarity.
   C) feature detection.
   D) perceptual set.
   E) the phi phenomenon.

62. After a small section of his basilar membrane was damaged, Jason experienced a noticeable loss of hearing for high-pitched sounds only. Jason's hearing loss is best explained by the _______ theory.
   A) gate-control
   B) frequency
   C) Young-Helmholtz
   D) opponent-process
   E) place

63. Distant trees were located closer to the top of the artist's canvas than were the nearby flowers. The artist was clearly using the distance cue known as
   A) linear perspective.
   B) texture gradient.
   C) relative height.
   D) relative clarity.
   E) interposition.

64. A cochlear implant converts sounds into
   A) decibels.
   B) electrical signals.
   C) air pressure changes.
   D) fluid vibrations.
   E) neurotransmitters.

65. People who demonstrate blindsight have most likely suffered damage to their
   A) cornea.
   B) lens.
   C) fovea.
   D) optic nerve.
   E) visual cortex.
66. The light-sensitive inner surface of the eye, containing the rods and cones, is the
   A) fovea.
   B) optic nerve.
   C) cornea.
   D) retina.
   E) iris.

67. The amount of light entering the eye is regulated by the
   A) lens.
   B) iris.
   C) retina.
   D) optic nerve.
   E) feature detectors.

68. The semicircular canals are most directly relevant to
   A) hearing.
   B) kinesthesia.
   C) the vestibular sense.
   D) parallel processing.
   E) accommodation.

69. The ability to detect whether your body is in a horizontal or vertical position depends
   most directly on
   A) accommodation.
   B) sensory adaptation.
   C) the vestibular sense.
   D) olfactory receptors.
   E) subliminal stimulation.

70. The feature detectors identified by Hubel and Weisel respond to specific aspects of
    ____ stimulation.
   A) vestibular
   B) visual
   C) auditory
   D) olfactory
   E) kinesthetic
71. Which of the following provides evidence that a CR is not completely eliminated during extinction?
   A) latent learning
   B) partial reinforcement
   C) spontaneous recovery
   D) generalization
   E) discrimination

72. Dan and Joel, both 4-year-olds, have been watching reruns of “Superman” on television. Joel's mother recently found the boys standing on the garage roof, ready to try flying. What best accounts for the boys' behavior?
   A) shaping
   B) delayed reinforcement
   C) observational learning
   D) immediate reinforcement
   E) classical conditioning

73. Dogs conditioned to salivate to stimulation of the thigh also begin to salivate when stimulated on other body parts. This best illustrates
   A) spontaneous recovery.
   B) continuous reinforcement.
   C) latent learning.
   D) generalization.
   E) habituation.

74. Garcia and Koelling's studies of taste aversion in rats demonstrated that classical conditioning is constrained by
   A) cognitive processes.
   B) biological predispositions.
   C) environmental factors.
   D) continuous reinforcement.
   E) latent learning.

75. To assess whether Mrs. Webster had Alzheimer's disease, researchers conditioned her to blink in response to a sound that signaled the delivery of a puff of air directed toward her face. In this application of classical conditioning, the sound was a
   A) US.
   B) UR.
   C) CS.
   D) CR.
   E) NS.
76. Jeremy wears his baseball cap backward because he noticed his older brother does so. This illustrates the importance of
   A) respondent behavior.
   B) immediate reinforcement.
   C) spontaneous recovery.
   D) modeling.
   E) shaping.

77. Mr. Zandee has stopped smoking because he wants to model healthy behavior patterns for his children. Mr. Zandee is apparently aware of the importance of ________ in his children's development.
   A) shaping
   B) observational learning
   C) generalization
   D) delayed reinforcement
   E) spontaneous recovery

78. By learning to associate a squirt of water with an electric shock, sea snails demonstrate the process of
   A) habituation.
   B) spontaneous recovery.
   C) classical conditioning.
   D) observational learning.
   E) operant conditioning.

79. The way slot machines reward gamblers with money best illustrates
   A) spontaneous recovery.
   B) partial reinforcement.
   C) generalization.
   D) shaping.
   E) continuous reinforcement.

80. In Pavlov's experiments, the dog's salivation triggered by the sound of the tone was a(n)
   A) conditioned response.
   B) unconditioned stimulus.
   C) unconditioned response.
   D) conditioned stimulus.
   E) neutral stimulus.
81. Exceptionally clear memories of emotionally significant events are called
   A) sensory memories.
   B) flashbulb memories.
   C) mood-congruent memories.
   D) repressed memories.
   E) semantic memories.

82. Iconic memory is to echoic memory as ________ is to ________.
   A) short-term memory; long-term memory
   B) explicit memory; implicit memory
   C) visual stimulation; auditory stimulation
   D) automatic processing; effortful processing
   E) flashbulb memory; implicit memory

83. Ebbinghaus' retention curve best illustrates the value of
   A) chunking.
   B) imagery.
   C) priming.
   D) rehearsal.
   E) implicit memory.

84. Which of the following offers the best explanation for infantile amnesia?
   A) The hippocampus is one of the last brain structures to mature.
   B) The emotional reactivity of infants inhibits the process of encoding.
   C) The accumulation of life experiences disrupts the retrieval of early life events.
   D) Iconic memories last for less than a second in infants.
   E) Birth trauma prevents explicit encoding.

85. Participants in one experiment were given entirely fabricated accounts of an occasion in which they had been lost in a shopping mall during their childhood. Many of these participants later falsely recollected vivid details of the experience as having actually occurred. This experiment best illustrated
   A) the self-reference effect.
   B) mood-congruent memory.
   C) the misinformation effect.
   D) proactive interference.
   E) the spacing effect.
86. Short-term memory is slightly better
   A) for auditory information than for visual information.
   B) for random letters than for random digits.
   C) in children than in adults.
   D) in females than in males.
   E) for sensory information than for semantic information.

87. 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
   E) iconic; echoic

88. The process of retrieval refers to
   A) the persistence of learning over time.
   B) the organization of information into manageable units.
   C) getting information out of memory storage.
   D) conscious repetition of information to be remembered.
   E) the identification of information previously learned.

89. Although Yusef was having difficulty recalling the capital of the Netherlands, he quickly
and correctly identified it after being given a list of cities in the Netherlands. Yusef's
initial inability to recall the answer was due to a failure in
   A) implicit memory.
   B) storage.
   C) encoding.
   D) state-dependent memory.
   E) retrieval.

90. Encoding that occurs with no effort or a minimal level of conscious attention is known
   as
   A) recall.
   B) long-term potentiation.
   C) automatic processing.
   D) state-dependent memory.
   E) chunking.
Answer Key

1. C
2. E
3. D
4. D
5. E
6. A
7. B
8. A
9. A
10. D
11. A
12. A
13. E
14. B
15. B
16. A
17. D
18. D
19. B
20. E
21. B
22. D
23. D
24. B
25. A
26. A
27. B
28. D
29. B
30. A
31. B
32. B
33. E
34. D
35. E
36. E
37. A
38. A
39. D
40. B
41. A
42. A
43. B
44. E
45. A  
46. A  
47. B  
48. D  
49. C  
50. B  
51. D  
52. D  
53. C  
54. B  
55. D  
56. A  
57. E  
58. B  
59. E  
60. E  
61. D  
62. E  
63. C  
64. B  
65. E  
66. D  
67. B  
68. C  
69. C  
70. B  
71. C  
72. C  
73. D  
74. B  
75. C  
76. D  
77. B  
78. C  
79. B  
80. A  
81. B  
82. C  
83. D  
84. A  
85. C  
86. A  
87. C  
88. C  
89. E  
90. C