**Chapter 01 An Introduction to Cognitive Psychology**

1. The cognitive approach is a theoretical orientation that emphasizes a person's:

a) observable behaviors.

b) unconscious emotions.

c) social interactions with other people.

d) mental processes and knowledge.

Ans: d

Feedback: See page 2

2. Scientific study of psychology began with

a) Wundt.

b) Skinner.

c) Freud.

d) Pavlov.

Ans: a

Feedback: See page 4

3. When scientific psychology arose in Germany in the late 1800s, Wundt and other researchers focused mainly on the study of:

a) Gestalt principles, mainly focusing on the unity and organization of perception.

b) behavior, mainly focusing on objective, observable reactions.

c) mental processes, mainly using the method of introspection.

d) meaningful material, such as the recall of stories.

Ans: c

Feedback: See page 4

4. Studies of human memory were first undertaken by

a) Chomsky.

b) Schacter.

c) Ebbinghaus.

d) Ceci.

Ans: c

Feedback: See page 5

5. Much of the earliest human memory research (such as that conducted by Ebbinghaus) used:

a) nonsense syllables and other relatively meaningless stimuli.

b) operational definitions of thinking in terms of vocal speech.

c) visual patterns in which stimulus elements were arranged in random ways.

d) photographs of human faces displaying different emotions.

Ans: a

Feedback: See page 5

6. During the first half of the twentieth century, some strict behaviorists:

a) claimed that scientific psychology should rely only on operational definitions of introspective reports.

b) said that psychology should focus only on objective reactions to environmental stimuli.

c) advocated research on human cognition instead of on animal cognition and computer cognition.

d) developed the parallel distributed processing (PDP) approach to understanding behavior.

Ans: b

Feedback: See page 6

7. According to some psychologists, modern cognitive psychology was “born”:

a) at a laboratory in Leipzig, Germany, in 1879.

b) when Gestalt psychologists created rigorous experimental methods in about 1935.

c) at a symposium held at the Massachusetts Institute of Technology in 1956.

d) when a prominent early behaviorist (Skinner) disavowed behaviorism in 1976.

Ans: c

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8. The rise of cognitive psychology was heavily influenced by:

a) the rise of behaviorism, which provided cognitive psychologists new ways to measure memory and thinking.

b) the rise of Gestalt psychology, which provided clinical psychologists with new ways to conduct psychoanalysis.

c) disenchantment with behaviorism and fascination with developments in linguistics, memory, and developmental psychology.

d) disenchantment with behaviorism and fascination with emerging psychoanalytic studies of human adjustment.

Ans: c

Feedback: See pages 8 - 9

9. The information-processing approach to the study of cognition began in the

a) 1950s.

b) 1960s.

c) 1970s.

d) 2000s.

Ans: b

Feedback: See page 9

10. In the information-processing approach:

a) principles of Gestalt psychology are applied to the scientific study of overt behavior.

b) a mental process can be understood by comparison with the operations of a computer.

c) introspection, one of the oldest techniques in psychology, is the best research technique.

c) a mental process always involves conscious problem solving and decision making.

Ans: b

Feedback: See page 9

11. An early model of memory (the Atkinson-Shiffrin model) proposed that memory can be understood as:

a) a sequence of discrete steps in which information is transferred from one storage area to another.

b) a simultaneous (instantaneous) analysis of many features of the incoming information.

c) neural activity that is concentrated in only a few active nodes in restricted areas of the cerebral cortex.

d) the constrained implementation of Gestalt principles of perceptual processing and problem solving.

Ans: a

Feedback: See page 9

12. An early information-processing model of memory (the Atkinson-Shiffrin model) proposed three memory storage systems, which they called:

a) sensory memory, perceptual memory, and procedural memory.

b) sensory memory, short-term memory, and long-term memory.

c) short-term memory, long-term memory, and procedural memory.

d) parallel memory, serial memory, and ecological memory.

Ans: b

Feedback: See page 10

13. A recent trend in cognitive psychology involves a heavier focus on studying:

a) people in highly artificial laboratory experiments.

b) real-life issues in natural settings.

c) behavior in the same way that a strict behaviorist would.

d) cognitive processes with the classic method of introspection.

Ans: b

Feedback: See page 12

14. A study investigating brain structures that are active when a person is judging whether someone’s face is trustworthy would be using the approach called:

a) cognitive gaming.

b) brain lesioning.

c) parallel distributed processing.

d) social cognitive neuroscience.

Ans: d

Feedback: See page 14

15. \_\_\_\_\_\_\_\_\_\_ is a technique in which researchers inject a small amount of radiation into the subject’s blood to measure activity in the brain.

a) Artificial intelligence

b) fMRI

c) Brain lesioning

d) PET

Ans: d

Feedback: See page 15

16. \_\_\_\_\_\_\_\_\_\_ is a less-invasive way to study activity of the brain.

a) Artificial intelligence

b) fMRI

c) Brain lesioning

d) PET

Ans: b

Feedback: See pages 15 – 16

17. Which of the following techniques are most likely to be used by cognitive neuroscientists?

a) PET, fMRI,and ERP

b) computer simulation and pure AI

c) PDP (parallel distributed processing)

d) introspection and ecological validity

Ans: a

Feedback: See pages 14-16

18. Computer programs that play the game of chess, such as “Hydra,” are programmed using the approach called:

a) cognitive gaming.

b) computer simulation.

c) parallel distributed processing.

d) pure AI.

Ans: d

Feedback: See page 19

19. The approach in which a computer is programmed to perform in a way that resembles the way humans perform a cognitive task is called:

a) pure AI.

b) computer simulation.

c) computer gaming.

d) cognitive science.

Ans: b

Feedback: See page 19

20. Another name for the connectionist approach is

a) artificial intelligence.

b) parallel distributed processing.

c) pure AI.

d) the ontological approach.

Ans: b

21. The distinction between whether or not cognitive activities are performed as a sequence of separate operations or as a simultaneous processing of many signals involves the issues of:

a) serial processing and parallel processing.

b) serial processing and pure AI.

c) computer simulation and pure AI.

d) computer simulation and parallel distributed processing.

Ans: a

22. Which of the following statements best describes cognitive science?

a) Cognitive science is the interdisciplinary study of internal representations involved in thinking.

b) Cognitive science is a subdiscipline of psychology that focuses on observable stimuli and external responses.

c) Cognitive science declined in popularity as cognitive psychology increased in popularity.

d) Cognitive science is a subdiscipline of computer science that uses pure AI and computer simulation methods.

Ans: a