1. Conditioning is the process of
   A) discrimination.
   B) spontaneous recovery.
   C) learning associations.
   D) observational learning.

2. Pets who learn that the sound of an electric can opener signals the arrival of their food illustrate
   A) shaping.
   B) extrinsic motivation.
   C) classical conditioning.
   D) observational learning.

3. Children often learn to associate pushing a vending machine button with the delivery of a candy bar. This best illustrates the process underlying
   A) intrinsic motivation.
   B) respondent behavior.
   C) spontaneous recovery.
   D) operant conditioning.

4. The first experimental studies of associative learning were conducted by
   A) Watson.
   B) Skinner.
   C) Bandura.
   D) Pavlov.

5. Which of the following is an unconditioned response?
   A) playing jump rope
   B) running through a maze to get a food reward
   C) sweating in hot weather
   D) clapping after a thrilling concert performance

6. In Pavlov's experiments on the salivary conditioning of dogs, the US was
   A) a tone.
   B) salivation to the sound of a tone.
   C) the presentation of food in the dog's mouth.
   D) salivation to the food in the mouth.

7. In Pavlov's experiments, the dog's salivation triggered by the taste of food was a(n)
   A) conditioned response.
   B) unconditioned response.
   C) unconditioned stimulus.
   D) conditioned stimulus.

8. In Pavlov's experiments, the dog's salivation triggered by the sound of the tone was a(n)
   A) conditioned response.
   B) unconditioned stimulus.
9. Makayla developed an intense fear of flying five years ago when she was in a plane crash. The fact that today she can again fly without distress indicates that her fear has undergone
   A) spontaneous recovery.
   B) extinction.
   C) generalization.
   D) discrimination.

10. Spontaneous recovery refers to the
   A) expression of learning that had occurred earlier but had not been expressed because of lack of incentive.
   B) organism's tendency to respond spontaneously to stimuli similar to the CS as though they were the CS.
   C) return of a response after punishment has been terminated.
   D) reappearance, after a pause, of an extinguished conditioned response.

11. Monica's psychotherapist reminds her so much of her own father that she has many of the same mixed emotional reactions to him that she has to her own dad. Her reactions to her therapist best illustrate the importance of
   A) latent learning.
   B) generalization.
   C) delayed reinforcement.
   D) shaping.

12. Because of the discomfort and embarrassment associated with his childhood bed-wetting, Andrew becomes nervous whenever he senses an urge to urinate. If genital arousal subsequently makes Andrew unusually anxious, this would best illustrate
   A) shaping.
   B) generalization.
   C) spontaneous recovery.
   D) secondary reinforcement.

13. Jacqueline is sexually aroused by the sight of her handsome boyfriend but not by the sight of her equally handsome brother. This best illustrates the value of
   A) shaping.
   B) intermittent reinforcement.
   C) discrimination.
   D) spontaneous recovery.

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

15. Watson and Rayner's study of Little Albert demonstrated how specific fears
   A) can interfere with the process of learning.
   B) can be used as negative reinforcers.
   C) are acquired through observational learning.
   D) may be produced through classical conditioning.
16. After learning to fear a white rat, Little Albert responded with fear to the sight of a rabbit. This best illustrates the process of
   A) secondary reinforcement.
   B) generalization.
   C) shaping.
   D) spontaneous recovery.

17. After he was spanked on several occasions for spilling his milk at a restaurant, Colin became afraid to go to the restaurant. In this case, spanking was a(n) ________ for Colin's fear.
   A) negative reinforcer
   B) conditioned stimulus
   C) secondary reinforcer
   D) unconditioned stimulus

18. In which form of learning is behavior said to be influenced by its consequences?
   A) observational learning
   B) classical conditioning
   C) operant conditioning
   D) latent learning

19. Voluntary behaviors that produce rewarding or punishing consequences are called
   A) respondent behaviors.
   B) prosocial behaviors.
   C) operant behaviors.
   D) conditioned responses.

20. Cats received a fish reward whenever they maneuvered themselves out of an enclosed puzzle box. With successive trials, the cats escaped from the box with increasing speed. This illustrates
   A) latent learning.
   B) the law of effect.
   C) respondent behavior.
   D) spontaneous recovery.

21. B. F. Skinner's work elaborated what E. L. Thorndike had called
   A) shaping.
   B) observational learning.
   C) the law of effect.
   D) latent learning.

22. A Skinner box is a(n)
   A) aversive or punishing event that decreases the occurrence of certain undesirable behaviors.
   B) “slot machine” used to study the effects of partial reinforcement on human gambling practices.
   C) chamber containing a bar or key that an animal can manipulate to obtain a reward.
   D) television projection device designed for use in laboratory studies of observational learning.

23. Skinner developed a behavioral technology that included a procedure known as
   A) shaping.
   B) modeling.
   C) latent learning.
   D) intrinsic motivation.
24. Five-year-old Trevor is emotionally disturbed and refuses to communicate with anyone. To get him to speak, his teacher initially gives him candy for any utterance, then only for a clearly spoken word, and finally only for a complete sentence. The teacher is using the method of
   A) secondary reinforcement.
   B) delayed reinforcement.
   C) spontaneous recovery.
   D) shaping.

25. Every Saturday morning, Arnold quickly washes the family's breakfast dishes so that his father will allow him to wash his car. In this instance, washing the car is a(n)
   A) positive reinforcer.
   B) unconditioned response.
   C) conditioned response.
   D) negative reinforcer.

26. Positive reinforcers ______ the rate of operant responding, and negative reinforcers ______ the rate of operant responding.
   A) decrease; increase
   B) increase; decrease
   C) increase; increase
   D) have no effect on; decrease

27. Mason, a stockbroker, runs two miles every day after work because it reduces his level of stress. Mason's running habit is maintained by a ______ reinforcer.
   A) positive
   B) negative
   C) conditioned
   D) partial

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

29. Blake is a carpet installer who wants to be paid for each square foot of carpet he lays rather than with an hourly wage. Blake prefers working on a ______ schedule of reinforcement.
   A) fixed-ratio
   B) fixed-interval
   C) variable-interval
   D) variable-ratio

30. Paul and Michael sell magazine subscriptions by telephone. Paul is paid $1.00 for every five calls he makes, while Michael is paid $1.00 for every subscription he sells, regardless of the number of calls he makes. Paul's telephoning is reinforced on a ______ schedule, whereas Michael's is reinforced on a ______ schedule.
   A) variable-ratio; fixed-ratio
   B) fixed-ratio; variable-ratio
   C) fixed-ratio; variable-interval
   D) fixed-interval; variable-ratio
31. Watching the night sky for shooting stars is likely to be reinforced on a ________ schedule.
   A) fixed-interval  
   B) fixed-ratio  
   C) variable-interval  
   D) variable-ratio

32. Negative reinforcers ________ the rate of operant responding, and punishments ________ the rate of operant responding.
   A) increase; decrease  
   B) decrease; increase  
   C) decrease; decrease  
   D) have no effect on; decrease

33. Revoking the driver’s license of a reckless driver is intended to serve as a
   A) negative reinforcement.  
   B) positive reinforcement.  
   C) negative punishment.  
   D) positive punishment.

34. For purposes of effective child-rearing, most psychologists favor the use of
   A) shaping over modeling.  
   B) reinforcement over punishment.  
   C) classical conditioning over operant conditioning.  
   D) primary reinforcers over secondary reinforcers.

35. After a week at college, Su-Chuan has formed a mental representation of the layout of the campus and no longer gets lost. Su-Chuan has developed a
   A) cognitive map.  
   B) discriminative stimulus.  
   C) law of effect.  
   D) fixed-interval schedule.

36. If rats are allowed to wander through a complicated maze, they will subsequently run the maze with few errors when a food reward is placed at the end. Their good performance demonstrates
   A) shaping.  
   B) latent learning.  
   C) spontaneous recovery.  
   D) modeling.

37. Animals tend to revert from newly learned habits to their biologically predisposed behaviors. This is an example of
   A) latent learning.  
   B) instinctive drift.  
   C) the law of effect.  
   D) spontaneous recovery.

38. Rhesus macaque monkeys are more likely to reconcile after a fight if they grow up with forgiving older macaque monkeys. This best illustrates the impact of
   A) immediate reinforcement.  
   B) spontaneous recovery.  
   C) observational learning.  
   D) shaping.
39. 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) modeling.
   D) shaping.

40. Mirror neurons provide a biological basis for
   A) the law of effect.
   B) spontaneous recovery.
   C) observational learning.
   D) extrinsic motivation.

41. We find it harder to frown when viewing a smile than when viewing a frown. This can most clearly be attributed to
   A) partial reinforcement.
   B) spontaneous recovery.
   C) mirror neurons.
   D) cognitive maps.

42. A prototype is a
   A) mental grouping of similar objects, events, or people.
   C) best example of a particular category.
   D) simple thinking strategy for solving problems efficiently.

43. Eva had difficulty recognizing that a sea horse was a fish because it did not closely resemble her fish
   A) hierarchy.
   B) heuristic.
   C) algorithm.
   D) prototype.

44. People are likely to take less time to recognize a woman as a nurse than a man as a nurse because a woman
   more closely resembles their nurse
   A) hierarchy.
   B) prototype.
   C) algorithm.
   D) fixation.

45. An algorithm is a
   A) simple thinking strategy for making decisions quickly and efficiently.
   B) method of hypothesis testing involving trial and error.
   C) best example of a particular category.

46. 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.
47. Simple thinking strategies that allow us to solve problems and make judgments efficiently are called
   A) fixations.
   B) heuristics.
   C) prototypes.
   D) algorithms.

48. As he attempted to spell the word receive, Tim reminded himself “i before e except after c.” Tim's self-reminder best illustrates the use of
   A) trial and error.
   B) insight.
   C) an algorithm.
   D) a heuristic.

49. Unlike the use of algorithms or heuristics, insight does not involve
   A) concepts.
   B) prototypes.
   C) cognition.
   D) strategy-based solutions.

50. The confirmation bias refers to the tendency to
   A) search for information that supports 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.

51. The inability to see a problem from a new perspective is called
   A) confirmation bias.
   B) fixation.
   C) a heuristic.
   D) the framing effect.

52. Some people are unable to arrange six matches to form four equilateral triangles because they fail to consider a three-dimensional arrangement. This best illustrates the effects of ________ on problem solving.
   A) fixation
   B) heuristics
   C) framing
   D) overconfidence

53. A mental set is most likely to inhibit
   A) confirmation bias.
   B) overconfidence.
   C) creativity.
   D) belief perseverance.

54. During his early school years, Charlie got away with copying his test answers from classmates. Because the university has test proctors who are very observant, Charlie spends as many hours devising new ways to cheat as it would take him to study and perform well in an honest fashion. Charlie's strategy for passing tests illustrates the consequences of
   A) functional fixedness.
   B) a mental set.
   C) confirmation bias.
   D) the availability heuristic.
55. 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.

56. Marlene forgot to bring a pillow on the camping trip, so she spent a very uncomfortable and restless night. Unfortunately, she never thought of using her down-filled jacket as a pillow. Marlene's oversight best illustrates
   A) confirmation bias.
   B) belief perseverance.
   C) functional fixedness.
   D) the availability heuristic.

57. 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.

58. The danger of using the representativeness heuristic is that it may lead us to
   A) make judgments in a very inefficient, timeconsuming fashion.
   B) judge event likelihood solely on the basis of event memorability.
   C) disregard probability information that is relevant to our judgments.
   D) judge objects only in terms of their functional utility.

59. Miss Jan De Jong is orderly, neat, fairly quiet, and shy. She enjoys reading in her spare time and belongs to a social club that includes three librarians, nine real estate agents, and eight social workers. A tendency to conclude that Jan must be one of the three librarians would illustrate the powerful influence of
   A) confirmation bias.
   B) the framing effect.
   C) the representativeness heuristic.
   D) the availability heuristic.

60. Dean overestimates the proportion of family chores for which he takes sole responsibility because it's easier for him to recall what he has done than to recall what other family members have done. This best illustrates the impact of
   A) overconfidence.
   B) the representativeness heuristic.
   C) confirmation bias.
   D) the availability heuristic.

61. A televised image of a starving child had a greater impact on Mr. White's perception of the extensiveness of world hunger than did a statistical chart summarizing the tremendous scope of the problem. This suggests that his assessment of the world hunger problem is influenced by
   A) the belief perseverance phenomenon.
   B) the representativeness heuristic.
   C) confirmation bias.
   D) the availability heuristic.
62. The indelible memories of the 9/11 terrorist tragedy unduly inflated many people's estimates of the risks associated with air travel. This best illustrates the importance of
   A) the representativeness heuristic.
   B) the availability heuristic.
   C) confirmation bias.
   D) framing.

63. The overconfidence phenomenon refers to the tendency to
   A) cling to our initial conceptions, even though they have been discredited.
   B) search for information that supports our preconceptions.
   C) underestimate the extent to which our beliefs and judgments are inaccurate.
   D) judge the likelihood of an event in terms of how readily instances of its occurrence are remembered.

64. Stockbrokers often believe that their own expertise will enable them to select stocks that will outperform the market average. This belief best illustrates
   A) functional fixedness.
   B) the framing effect.
   C) the representativeness heuristic.
   D) overconfidence.

65. When Larina started college, she was certain that she would never smoke marijuana. By the end of her freshman year, however, Larina had used this drug on three different occasions. Larina's experience best illustrates
   A) the availability heuristic.
   B) confirmation bias.
   C) overconfidence.
   D) the framing effect.

66. An unwillingness to give up our beliefs even when the evidence proves us wrong is called
   A) the representativeness heuristic.
   B) trial and error.
   C) belief perseverance.
   D) confirmation bias.

67. People with opposing views of capital punishment reviewed mixed evidence regarding its effectiveness as a crime deterrent. As a result, their opposing views differed more strongly than ever. This best illustrates
   A) the framing effect.
   B) the representativeness heuristic.
   C) belief perseverance.
   D) the availability heuristic.

68. On Monday, the meteorologist forecast a 20 percent chance of rain, so Sheryl took her umbrella to work. On Friday, he reported an 80 percent chance that it would not rain, so Sheryl left her umbrella at home. Sheryl's behavior illustrates the effect of
   A) confirmation bias.
   B) overconfidence.
   C) the representativeness heuristic.
   D) framing.

69. The risks of smoking are more alarming when presented in terms of the number of smokers with lung cancer than the percentage of smokers with lung cancer. This illustrates the importance of
   A) the representativeness heuristic.
   B) belief perseverance.
   C) overconfidence.
   D) framing.
70. A $100 coat marked down from $150 can seem like a better deal than the same coat priced regularly at $100. This best illustrates the importance of
   A) belief perseverance.
   B) confirmation bias.
   C) framing.
   D) the availability heuristic.

71. Consumers respond more positively to ground beef advertised as “75 percent lean” than to ground beef described as “25 percent fat.” This illustrates that consumer reactions are influenced by
   A) the representativeness heuristic.
   B) confirmation bias.
   C) the availability heuristic.
   D) framing.

72. The smallest distinctive sound unit of language is a
   A) prototype.
   B) suffix.
   C) morpheme.
   D) phoneme.

73. The various vowel sounds that can be placed between a “t” and an “n” produce words such as tan, ten, tin, and ton. These various vowel sounds represent different
   A) morphemes.
   B) prototypes.
   C) phonemes.
   D) semantics.

74. In the words “helped” and “called,” the “ed” ending is a(n)
   A) prototype.
   B) morpheme.
   C) heuristic.
   D) algorithm.

75. The word “cats” contains ________ phoneme(s) and ________ morpheme(s).
   A) 2; 1
   B) 4; 1
   C) 2; 4
   D) 4; 2

76. The rock musician was hit with a rotten egg while performing his latest hit song. The fact that you can recognize two different meanings for the word “hit” in the preceding sentence demonstrates the importance of
   A) syntax.
   B) semantics.
   C) morphemes.
   D) prototypes.

77. The earliest stage of speech development is called the ________ stage.
   A) babbling
   B) telegraphic speech
   C) oneword
   D) grammatical
78. At the age of 15 months, Anita repeatedly cries “hoy” when she wants her mother to hold her. Anita is most likely in the ________ stage of language development.
   A) syntactic  
   B) babbling  
   C) telegraphic speech  
   D) one-word

79. 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”

80. B. F. Skinner emphasized the importance of ________ in language acquisition.
   A) heuristics  
   B) algorithms  
   C) reinforcement  
   D) universal grammar

81. With respect to the debate over the process of language development, nature is to nurture as ________ is to ________.
   A) Skinner; Whorf  
   B) Whorf; Skinner  
   C) Skinner; Chomsky  
   D) Chomsky; Skinner

82. Noam Chomsky has emphasized that the acquisition of language by children is facilitated by
   A) an inborn readiness to learn grammatical rules.  
   B) their ability to imitate the words and grammar modeled by parents.  
   C) the learned association of word sounds with various objects, events, actions, and qualities.  
   D) the positive reinforcement that adults give children for speaking correctly.

83. When 3-year-old Rosalie complained, “Boris hitte d me with a ball,” she was illustrating the tendency of young children to
   A) use telegraphic speech patterns.  
   B) imitate the incorrect speech patterns of others.  
   C) receive inadequate reinforcement for correct language usage.  
   D) overgeneralize certain grammatical rules in sentence construction.

84. Chomsky suggested that as a child first begins hearing language, appropriate settings or standards regarding the rules of that language are activated in the child's
   A) representativeness heuristic.  
   B) language acquisition device.  
   C) category hierarchy.  
   D) algorithm.

85. 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.
86. Many people who are bilingual experience a different sense of self, depending on which language they are using. This most clearly illustrates the implications of
   A) Whorf’s linguistic determinism hypothesis.
   B) Skinner's language acquisition theory.
   C) Tversky's decision theory.
   D) Chomsky's language acquisition theory.

87. In Wolfgang Köhler's experiment, the chimpanzee Sultan retrieved a long stick with a short stick to retrieve a piece of fruit. Sultan was able to reach the fruit as a result of
   A) insight.
   B) a fixation.
   C) trial and error.
   D) the availability heuristic.
Answer Key

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