

Learning that is not mechanically acquired through reinforcement, void of overt responses, and is gained through paying attention to other's behavior is called \_\_\_\_ learning.

1. observational

2. association

3. programmed

4. Classical

After your dog has learned to consistently come to you on command, it is wise to put her on \_\_\_\_ because it is more resistant to extinction.

1. a full reward reinforcement

2. consistent reinforcement

3. continuous reinforcement

4. partial reinforcement

Which of the following is *not* an example of a reinforced behavior?

1. giving a dog a "biscuit" for rolling over

2. praising a dog for rolling over

3. patting a dog for rolling over

4. ringing a bell before a dog rolls-over

The reasons that Ivan Pavlov's dogs began salivating in response to an assistant entering the laboratory, was because

1. both b and c are correct

2. the assistant had previously brought food to the animal.

3. the assistant made a noise every time they entered the room.

4. the dogs had been conditioned through association.

Carl and "his amazing canines" are an act in the circus. Jumping through a fiery hoop is one of the acts. At the onset of this training, Carl reinforced the dogs for each movement toward the hoop. Eventually, they were reinforced as they neared the hoop. This is an example of

1. classical conditioning.

2. escape conditioning.

3. shaping.

4. avoidance conditioning

The two types of reinforcers distinguished by Skinner are

1. intermediate and occasional.

2. primary and negative.

3. positive and negative

4. incidental and delayed.

During Pavlov's classic experiments, after conditioning, the bell was the \_\_\_\_\_, and salivation was the \_\_\_\_\_.

1. US; UR

2. CR; CS

3. UR; US

4. CS; CR

All of the following are examples of reinforcement schedules except

1. fixed intermittent.

2. variable ratio.

3. fixed interval

4. fixed ratio.

A slot machine is an example of a

1. variable interval schedule

2. fixed interval schedule.

3. variable ratio schedule.

4. fixed ratio schedule.

The contingency theory suggests that the learning in classical conditioning occurs because the CS and US are

1. contiguous.
2. unrelated.
3. predictive.
4. occurring at the same time

Both generalization and discrimination are \_\_\_\_ because they allow us to understand that a red traffic light means stop in any city and to distinguish the faces in our family.

1. innate
2. adaptive
3. illogical
4. abnormal

After being conditioned to fear a white rat, Little Albert cried in the presence of other furry objects such as a rabbit and fur coat. This is due to

1. discrimination.
2. spontaneous recovery
3. generalization.
4. higher order conditioning.

Why would the term *extinction* be a possible misnomer?

1. because a CS always has the potential of eliciting a UR
2. because we see spontaneous recovery of CRs
3. because the US always elicits a CR
4. because a CS is never really extinguished

From the \_\_\_\_ perspective, the dog in Pavlov's experiments salivated in response to the bell because the bell was mentally represented or connected to the meat powder.

1. behaviorist
2. cognitive
3. observational
4. psychoanalytic

Adults frequently reinforce undesirable behavior in children by \_\_\_\_ them.

1. attending to
2. both a and b
3. punishing

**4. ignoring**

Reinforcers can be

1. a reward.
2. a pleasant event.
3. biologically satisfying.

**4. all of the above**

\_\_\_\_ is the tendency for a conditioned response to be evoked by stimuli that are similar to the conditioned stimulus.

1. Discrimination
2. Extinction

**3. Generalization**

4. Spontaneous recovery

Anterograde amnesia interferes with many memory processes such as

1. focusing attention.
2. encoding sensory input.
3. impaired rehearsal.

**4. all of the above**

Preventing rehearsal can \_\_\_\_ information contained in short-term memory.

1. enhance

**2. reduce**

3. not affect

4. none of the above

The story about a woman with amnesia who was able to dial her mother's telephone number even though she could not declare it, is an example of priming \_\_\_\_ memory.

1. **implicit**
2. explicit
3. episodic
4. semantic

A psychology student wants to know how to remember the various aspects of operant conditioning. His teacher tells him to relate it to classical conditioning, which he already knows. This is an example of \_\_\_\_ rehearsal.

1. **elaborative**
2. maintenance
3. strengthening
4. all of the above

Aaron has just been given a telephone number of a woman with whom he wants to schedule a date, but he doesn't have anything to write the number down on. If he does not rehearse the telephone number, how long does he have to find paper and pencil before he can no longer remember it?

1. less than a second
2. up to 3 seconds
3. up to a minute
4. **around 10 seconds**

What is meant by the word "deeply" in the statement, "Memories tend to endure when information is processed deeply?"

1. Deeply refers to the use of elaborative rehearsal rather than maintenance rehearsal.
2. Deeply refers to information that is encoded carefully and pondered.
3. Deeply refers to information that is related to things already stored in long-term memory.

4. **All of the above**

At college Jim is learning to speak French, but he keeps using Spanish words he learned in high school. This is an example of

1. proactive interference.
2. repression.
3. method of savings
4. retroactive interference.

The process by which information is encoded, stored, and retrieved is called

1. cueing
2. priming.
3. learning.
4. memory.

After a stroke destroyed a large area of his frontal lobe, Dwight was less able to integrate information based on

1. sensory input.
2. verbal memories.
3. place and time.
4. procedural memories

In \_\_\_\_ amnesia, there are memory lapses for the period following a trauma such as a blow to the head, electric shock, or a surgical operation.

1. dissociative
2. infantile
3. anterograde
4. retrograde

Paul can only remember the conclusions of his speech. This is an example of the

1. serial-position effect.

2. forgetting effect.

3. latency effect

4. primacy effect.

According to Elizabeth Loftus, the most significant cause of memory distortion in eyewitnesses is

1. incomplete comprehension.

2. lack of attention.

3. poor eyesight.

4. misleading information

Detective Rawlings asked Harry, a witness to a mugging, to mentally reconstruct the details of the incident before showing him the suspects in the line-up. In having Harry place himself at the scene of the crime, what principle was Rawlings using to facilitate accurate identification?

1. maintenance rehearsal

2. context-dependent memory

3. eyewitness testimony

4. feeling of knowing

All of the following naturally occurring chemical substances have been shown to play a role in memory EXCEPT

1. adrenaline and noradrenaline.

2. estrogen and testosterone.

3. glutamate and vasopressin.

4. dopamine and GABA

The evidence for the popular idea that all of our experiences are in permanent long-term storage is

1. arguable.
2. nonexistent
3. incontestable.
4. very strong.

Mental representations of visual stimuli are referred to as \_\_\_\_ that are held in the sensory register called \_\_\_\_ memory.

1. icons; iconic
2. icons; short-term
3. echoes; echoic
4. echoes; short-term

In the Method of Loci, the material to be learned is associated with

1. drill and practice.
2. familiar images.
3. acronyms.
4. unusual words