

chapter 1

⚠ This is a preview of the draft version of the quiz

Quiz Type	Graded Quiz
Points	110
Assignment Group	Assignments
Shuffle Answers	No
Time Limit	No Time Limit
Multiple Attempts	No
View Responses	Always
Show Correct Answers	Immediately
One Question at a Time	No

Due	For	Available from	Until
-	Everyone	-	-

Preview

Score for this quiz: 0 out of 110 *

Submitted Apr 20 at 9:09am

This attempt took less than 1 minute.

Unanswered
Question 1
0 / 1 pts

We use _____ to accomplish everyday tasks.

- neuroscience
- cognition
- correlation
- priming

Correct Answer

- cognition
- correlation
- priming

Unanswered
Question 2
0 / 1 pts

Which of these terms refers specifically to the ability to focus on one stimulus among the many that are in our environment?

- sensory perception
- attentional process
- memory retrieval

Correct Answer

- attentional process
- memory retrieval

language process

Unanswered

Question 3

0 / 1 pts

Cognitive psychologists who focus on the role of consciousness in human thought processes want to know how much _____ we have in our behaviors.

repetitiveness

social dysfunction

ability

Correct Answer

conscious choice

Unanswered

Question 4

0 / 1 pts

The process of being aware of one's own cognitive abilities and processes is known as _____.

decision making

language acquisition

Correct Answer

metacognition

attention

Unanswered

Question 5

0 / 1 pts

Cognitive psychology is broad and thus overlaps with many other fields including biological psychology, philosophy, and _____.

chemistry

astronomy

Correct Answer

social psychology

robotics

Unanswered

Question 6

0 / 1 pts

Cognitive psychology has been a field of study _____.

since the 1950s

since the 1920s

for over 100 years

Correct Answer

for thousands of years

Unanswered

Question 7

0 / 1 pts

Ancient scholars in which field asked the first questions related to cognitive psychology?

behaviorism

sociology

biology

Correct Answer

philosophy

Unanswered

Question 8

0 / 1 pts

Fechner contributed to the early work in cognitive psychology by conducting studies on _____.

psychophysics

auditory processing

nerve conduction

introspection

Correct Answer

Unanswered

Question 9

0 / 1 pts

Who was one of the first psychologists to study cognition?

John Watson

Correct Answer

Wilhelm Wundt

B. F. Skinner

Sigmund Freud

Unanswered

Question 10

0 / 1 pts

Which psychologist extensively tested his own memory to develop theories of cognition?

Aristotle

Wundt

Correct Answer

Ebbinghaus

Chomsky

Unanswered

Question 11

0 / 1 pts

Which psychologist mapped out the “forgetting curve” that is still used in cognitive psychology today?

Aristotle

Wundt

Correct Answer

Ebbinghaus

Chomsky

Unanswered

Question 12

0 / 1 pts

Which group of scholars wanted to study consciousness as it occurs?

behaviorists

philosophers

Correct Answer

introspectionists

psychophysicists

Unanswered

Question 13

0 / 1 pts

Who were the most prominent researchers in Europe while the behaviorists were prevalent in the United States?

cognitive psychologists

representationalists

Gestalt psychologists

psycholinguists

Unanswered

Question 14

0 / 1 pts

Who invented the term “cognitive psychology”?

- Noam Chomsky
- Sigmund Freud
- Wilhelm Wundt
- Ulric Neisser

Correct Answer

Unanswered

Question 15

0 / 1 pts

In early representationalist models, information was thought to be stored as a series of _____.

- words
- numbers
- symbols
- cognitions

Correct Answer

Unanswered

Question 16

0 / 1 pts

The _____ is an approach to gaining knowledge that relies on observations of phenomena and allows for tests of hypotheses about these phenomena.

- representationalist approach
- biological perspective
- scientific method
- embodied cognition approach

Correct Answer

Unanswered

Question 17

0 / 1 pts

Empiricism is the principle that understanding new things is best done through _____.

- reading anecdotes
- systematic observation
- conversations with experts
- an embodied cognition approach

Correct Answer

Unanswered

Question 18

0 / 1 pts

Within a research study, the behavior of interest is represented by the _____.

Correct Answer

- dependent variable
- independent variable
- hypothesis
- research question

Unanswered

Question 19

0 / 1 pts

The dependent variable is also known as the _____ variable.

Correct Answer

- response
- explanatory
- complex
- second

Unanswered

Question 20

0 / 1 pts

The independent variable is also known as the _____ variable.

Correct Answer

- response
- explanatory
- complex
- second

Unanswered

Question 21

0 / 1 pts

A set of variables and how they are believed to relate to one another is known as a(n) _____.

- independent variable
- dependent variable
- theory
- hypothesis

Correct Answer

Unanswered

Question 22

0 / 1 pts

Testable propositions derived from theories are known as _____.

- independent variables
- dependent variables
- research questions
- hypotheses

Correct Answer

Unanswered

Question 23

0 / 1 pts

A(n) _____ study is designed to simplify the contexts surrounding the behavior of interest, allowing for focused investigation of the impact of a relatively small set of variables.

- correlational
- survey
- case
- experimental

Correct Answer

Unanswered

Question 24

0 / 1 pts

In experimental contexts, the manipulated variables include both independent and _____ variables.

- correlational
- dependent
- control
- measured

Correct Answer

Unanswered

Question 25

0 / 1 pts

A factorial design is one that includes more than one _____.

Correct Answer

- independent variable
- control variable
- participant
- dependent variable

Unanswered

Question 26

0 / 1 pts

The ability to generalize study results to a broader context is known as _____.

Correct Answer

- drawing causal inferences
- external validity
- quasi-experimentation
- manipulating the independent variable

Unanswered

Question 27

0 / 1 pts

A quasi-independent variable is one that cannot be _____.

Correct Answer

- manipulated
- measured
- validated
- externalized

Unanswered

Question 28

0 / 1 pts

Which of these is a way that cognitive researchers measure mental processing?

- pulse rate
- breathing rate
- type of memory errors
- speed of hand movements

Correct Answer

Unanswered

Question 29

0 / 1 pts

Which German physiologist studied the speed of neuronal transmission by attaching electrical wires to the leg muscles of frogs?

- Herman von Helmholtz
- B. F. Skinner
- Ulric Neisser
- Wilhelm Wundt

Correct Answer

Unanswered

Question 30

0 / 1 pts

Neuroscience, linguistics, attention, and perception are all part of the study of cognitive psychology.

- True
- False

Correct Answer

Unanswered

Question 31

0 / 1 pts

Wilhelm Wundt coined the term "cognitive psychology" and is considered the father of this field.

- True
- False

Correct Answer

Unanswered

Question 32

0 / 1 pts

The independent variable is the factor in an experiment that the researcher manipulates.

- True

Correct Answer

False

Unanswered

Question 33

0 / 1 pts

The dependent variable is the factor that a researcher believes influences the behavior of interest.

True

Correct Answer

False

Unanswered

Question 34

0 / 1 pts

Dr. Aksoy believes that overt, observable actions are the only valid way that we can study people. She is a _____.

sociologist

Correct Answer

behaviorist

neuroscientist

biologist

Unanswered

Question 35

0 / 1 pts

Dr. Chen asserts that knowledge about the world is depicted in our minds such that cognitive processes can operate on those depictions. He is a(n) _____.

Correct Answer

representationalist

biological perspectivist

behavioralist

embodied cognitionist

Unanswered

Question 36

0 / 1 pts

Imagine a psychology professor says, "Our cognitive processes exist mainly to provide a means of interacting with the world around us." Which approach to cognitive psychology is this?

Correct Answer

embodied cognition

representationalist

- behaviorist
- biological determinist

Unanswered

Question 37

0 / 1 pts

Dr. Martinez performed a study in which participants in one group studied for an exam by acting out the principles in their textbook, and the other group studied by reading the chapters over and over. Having the students act out the principles most closely illustrates the _____.

Correct Answer

- embodied cognition approach
- biological perspective
- representationalist approach
- cognitive-behavioral approach

Unanswered

Question 38

0 / 1 pts

Adante went to the bank, where he encountered a very rude bank teller. Rather than getting angry and being rude back, Adante was polite through the encounter while thinking, "This person must be going through a difficult time for her to be so rude, so I shouldn't take it personally." Adante's attitude best illustrates _____.

Correct Answer

- determinism
- testability
- reliability
- parsimony

Unanswered

Question 39

0 / 1 pts

Salta designed a study on how lawbreakers who get away with their crimes react to news of others' crimes. Her graduate advisor rejected her study because it is not _____; in other words, it cannot be evaluated through observation.

Correct Answer

- negotiable
- testable
- accurate
- parsimonious

Unanswered

Question 40

0 / 1 pts

Chandra's sister isn't answering her phone when Chandra calls. Chandra thinks, "Well, either her phone has been stolen, or the battery died." Concluding that the battery likely died and that her phone wasn't stolen would best illustrate _____.

circular reasoning

determinism

Correct Answer

parsimony

testability

Unanswered

Question 41

0 / 1 pts

Dr. Borghi is developing a new prescription drug to treat headaches. To test this drug, she develops a study in which one group gets the new drug, and the other gets a placebo, or a fake pill. Dr. Borghi measures whether headaches improve by giving each participant a survey each day. The amount of improvement, as measured by the survey, is the _____ variable.

independent

Correct Answer

dependent

non-response

response

Unanswered

Question 42

0 / 1 pts

Dr. Geissler is developing a new prescription drug to treat menstrual cramps. To test this drug, he develops a study in which one group gets the new drug, and the other gets a placebo, or a fake pill. Dr. Geissler measures whether the cramps improve by giving each participant a survey each day. The drug is the _____ variable.

independent

Correct Answer

dependent

non-response

response

Unanswered

Question 43

0 / 1 pts

Cassie believes that introverted individuals are more likely to follow Covid-19 precautionary guidelines than extraverted individuals. This is Cassie's _____.

independent variable

dependent variable

research question

Correct Answer

hypothesis

Unanswered

Question 44

0 / 1 pts

A group of scientists notices that people who smoke often develop cancer later in life. To test this, they design a longitudinal study in which they take note of how many cigarettes participants smoke each day, how many years they smoke, and whether they develop any kind of cancer at any point. What type of study is this?

an experimental study

Correct Answer

a correlational study

a case study

a survey study

Unanswered

Question 45

0 / 1 pts

Jocie found that as a product received more positive reviews, individuals were more likely to buy it. This is a _____ correlation.

zero

Correct Answer

positive

negative

spurious

Unanswered

Question 46

0 / 1 pts

Latif noted that as a product's price increased, individuals were less likely to buy it. This is a _____ correlation.

zero

positive

Correct Answer

negative

spurious

Unanswered

Question 47

0 / 1 pts

Yoshi conducted a study in which some participants were told that a wine was \$80 a bottle and some participants were told that the same wine was \$8 a bottle. Yoshi then had participants rate how much they liked the wine. In this study, what is the independent variable?

the wine itself

Correct Answer

the cost of the wine

how much participants liked the wine

where Yoshi got the wine

Unanswered

Question 48

0 / 1 pts

Yoshi conducted a study in which some participants were told that a wine was \$80 a bottle and some participants were told that the same wine was \$8 a bottle. Yoshi then had participants rate how much they liked the wine. In this study, what is the dependent variable?

the wine itself

the cost of the wine

Correct Answer

how much participants liked the wine

where Yoshi got the wine

Unanswered

Question 49

Not yet graded / 1 pts

Discuss the differences between an independent variable and a dependent variable. Give an example of each.

Your Answer:

Unanswered

Question 50

0 / 1 pts

Aristotle suggested that a human's memory is like a message carved into wax. What did he mean by this?

Memories are difficult to form, like trying to write on a wax tablet with a stick.

Memories can be surprising, like seeing messages carved into wax.

Like messages carved into a tablet, our memories endure for our entire lives.

Correct Answer

Like messages on a heated wax tablet, our memories can blur or disappear.

Unanswered

Question 51

0 / 1 pts

The study of cognition fell out of favor because of the rise in popularity of _____.

- philosophy
- neuroscience
- behaviorism
- sociology

Correct Answer

Unanswered

Question 52

0 / 1 pts

What did behaviorists claim was the problem with introspection?

- It was biased by the participant's perspective.
- Introspection was too complex for anyone to accurately complete.
- It was too statistically simplistic.
- Only medical doctors could walk participants through the process.

Correct Answer

Unanswered

Question 53

0 / 1 pts

Behaviorists primarily studied behaviors that _____.

- could be observed directly
- were reflected using neuroimaging techniques
- were quantifiable
- could be traced back to a distinct memory process

Correct Answer

Unanswered

Question 54

0 / 1 pts

A belief in cognitive psychology reemerged following which event?

- a series of experiments showing how learning is affected by behavioral conditioning
- John Watson's experimentation on Little Albert
- Sigmund Freud's discussion of the psychosexual stages of development
- the development of information processing approaches to study the mind and behavior

Correct Answer

Unanswered

Question 55

0 / 1 pts

Skinner believed that language was learned as a result of _____.

- operant conditioning
- psychophysics
- genetics
- classical conditioning

Correct Answer

Unanswered

Question 56

0 / 1 pts

Ulric Neisser was interested in cognition within _____.

- schools
- occupations
- everyday behaviors
- stressful contexts

Correct Answer

Unanswered

Question 57

0 / 1 pts

Which of these is an advantage of behaviorism?

- It encourages self-reporting by research participants, who share their thoughts and feelings with scientists.
- Its research focuses on identifiable, visible actions and does not rely on participants' descriptions or impressions.
- It proves that language abilities result from cognitive processes inherent to humans.
- Its dual focus allows researchers to study overt behaviors and the processes behind them.

Correct Answer

Unanswered

Question 58

0 / 1 pts

If you think of cognitive processing as a type of information processing, then the brain is the _____ and the cognitive processes themselves are the _____.

Correct Answer

- hardware; software
- response; stimulus
- software; hardware
- stimulus; response

Unanswered

Question 59

0 / 1 pts

Using a computer or information-processing model would most accurately depict which approach to cognition?

Correct Answer

- embodied
- behaviorist
- representationalist
- linguistic

Unanswered

Question 60

0 / 1 pts

How are the on/off signals in a computer similar to the way the brain operates?

Correct Answer

- Information cannot be retrieved that is not first adequately encoded.
- The neurons in the brain either fire or they do not.
- The brain organizes information as either important or not important.
- Active information in the brain is easily recalled, but inactive information is not.

Unanswered

Question 61

0 / 1 pts

Which perspective on cognition does the representationalist approach best connect with?

Correct Answer

- biological
- developmental
- social

clinical

Unanswered

Question 62

0 / 1 pts

According to the embodied cognition approach, which of the following influence(s) our cognition?

neurotransmitters

Correct Answer

interactions with people

genetics

nutrition

Unanswered

Question 63

0 / 1 pts

Some investigators are interested in how cognition is associated with brain activity. This interest represents the _____.

embodied cognition approach

cognitive-behavioral approach

representationalist approach

Correct Answer

biological perspective

Unanswered

Question 64

0 / 1 pts

Researchers use _____ to study the way in which neurons are linked in networks in the brain and to understand how different cognitive processes work.

brain activity

Correct Answer

connectionist models

behavior indications

language structures

Unanswered

Question 65

0 / 1 pts

If competing theories explain the same amount of data, which one should be selected as preferable?

the most complicated one

the most mathematical one

Correct Answer

the least complex one

the least testable one

Unanswered

Question 66

0 / 1 pts

What research methodology focuses on intensive analyses of a single individual?

surveys

Correct Answer

case studies

correlational studies

naturalistic observations

Unanswered

Question 67

0 / 1 pts

Often, case studies focus upon people who are _____.

willing to participate in research

Correct Answer

outside the norm in some way

unaware that they are being studied

specially trained to follow research protocols

Unanswered

Question 68

0 / 1 pts

Why did so many researchers make one individual, Henry Molaison, the subject of their research?

He was unusually insightful in how he described his thought processes, so he became the focus of many case studies.

Molaison had incredibly fast reflexes, which made him one of a kind.

He was so neurotypical in his responses that scientists could study just him instead of hundreds of other people.

Correct Answer

Molaison had an unusual illness that caused him to undergo risky surgery, so there were few other subjects like him.

Unanswered

Question 69

0 / 1 pts

Which of the following is a disadvantage of the case study methodology?

- It involves complicated statistical analyses.
- The conclusions are difficult to generalize.
- Correlation is not causation.
- It cannot be used to build theory.

Correct Answer

Unanswered

Question 70

0 / 1 pts

Which of these is essential to every correlational study?

- the ability to focus on just one variable
- a group of participants to study
- the chance to collect responses with maximal impact on the variable of interest
- a single participant who will agree to in-depth testing

Correct Answer

Unanswered

Question 71

0 / 1 pts

If researchers are interested in studying how multiple variables relate to each other, which research approach would they likely use?

- a correlational study
- an experimental study
- a case study
- an independent variable

Correct Answer

Unanswered

Question 72

0 / 1 pts

Within a correlational study, how many variables can be studied at once?

- one
- two
- up to five

Correct Answer

- many

Unanswered

Question 73

0 / 1 pts

How much impact do researchers have upon the variables within a correlational study?

- none
- as little as possible
- maximal impact, but only on the independent variable
- maximal impact, but only on the dependent variable

Correct Answer

Unanswered

Question 74

0 / 1 pts

Cause and effect generalizations _____.

- are often the result of case studies
- should not be drawn from correlational studies
- should not be drawn from experimental studies
- can be established from any study type

Correct Answer

Unanswered

Question 75

0 / 1 pts

Why do experiments include control variables?

- so causality can be assessed
- to ensure the only difference between groups is the independent variable
- to make the data analysis more straightforward
- so the study is more likely to be published

Correct Answer

Unanswered

Question 76

0 / 1 pts

Including more than one independent variable in a study allows researchers to see how variables _____.

- interact
- cancel one another out
- can be measured more accurately

Correct Answer

- influence the participants similarly

Unanswered

Question 77

0 / 1 pts

The biggest advantage of experimental design is _____.

- straightforward statistical analyses
- the in depth look at a single participant
- the ability to make causal inferences
- high external validity

Correct Answer

Unanswered

Question 78

0 / 1 pts

Helmholtz's studies established that neuronal transmission is _____ the speed light travels.

- substantially slower than
- much quicker than
- about the same as
- variable as compared to

Correct Answer

Unanswered

Question 79

0 / 1 pts

In the 1930s, Frederic Bartlett discovered that _____ could contribute to memory distortion.

- sophisticated comparisons
- short reaction times
- metaphors
- stereotypes

Correct Answer

Unanswered

Question 80

0 / 1 pts

A researcher is interested in studying how people memorize lists of associated words. The most appropriate dependent variable for an experiment like this would be _____.

- percentage correct

Correct Answer

- response time
- eye tracking
- response duration

Unanswered

Question 81

0 / 1 pts

The usual assessment within a typical priming study involves an assessment of how long it takes participants to _____.

Correct Answer

- respond to a target stimuli based on type of prime
- decide whether a string of letters is a word
- decide whether the prime is related to the target word
- make accurate judgments when distracted

Unanswered

Question 82

0 / 1 pts

Using priming logic, people would respond most quickly to the word "apple" after which of the following primes?

- apply
- grapple
- teacher
- application

Correct Answer

Unanswered

Question 83

0 / 1 pts

Why do many scientists measure eye movement as a way of understanding cognition?

- It is impossible to monitor activity within a living brain, but eye movement helps scientists understand visual memory.
- It is likely that if we look at something for at least a few seconds, then we are mentally processing details about that person or thing.
- Many scientists believe that the sooner a person looks away from something, the more time they dedicate to processing information about it.
- Eye movements lead to corresponding behaviors in the olfactory and auditory sense systems.

Correct Answer

Unanswered

Question 84

0 / 1 pts

What methods, other than accuracy and response time, do investigators use to study mental processes?

hand movements

running speed

Correct Answer

brain visualization measures

driving skill

Unanswered

Question 85

0 / 1 pts

What is the drawback to most methods that researchers use to measure cognitive processing?

Because of technology, human cognition is changing rapidly, and it is hard for methods to remain current.

Human participants can accurately push buttons for only a few minutes at a time.

The participants' stereotypical beliefs interfere with cognition.

Correct Answer

The measurements are indirect and based on assumptions.

Unanswered

Question 86

0 / 1 pts

Noam Chomsky suggested that language is learned through behavioral conditioning.

True

Correct Answer

False

Unanswered

Question 87

0 / 1 pts

Modern psychologists accept the study of both behavior and cognition.

Correct Answer

True

False

Unanswered

Question 88

0 / 1 pts

The computer and information-processing models of cognition led to the representationalist view of cognitive processes.

Correct Answer

True

False

Unanswered

Question 89

0 / 1 pts

The embodied cognition perspective states that memory, language, and perception depend upon interactions with the world.

Correct Answer

True

False

Unanswered

Question 90

0 / 1 pts

Connectionist models have been developed to explain how individuals identify language through individual features of letters and spoken words.

Correct Answer

True

False

Unanswered

Question 91

0 / 1 pts

Empiricism is the belief that behavior has causes that need to be understood in order to understand the behavior itself.

True

Correct Answer

False

Unanswered

Question 92

0 / 1 pts

Within the scientific method, more complex explanations are preferred.

True

Correct Answer

False

Unanswered

Question 93

0 / 1 pts

There can be more than one independent variable in an experimental study.

Correct Answer

- True
- False

Unanswered

Question 94

0 / 1 pts

Case studies typically focus on individuals who have characteristics that are outside the norm.

Correct Answer

- True
- False

Unanswered

Question 95

0 / 1 pts

Correlational data may be used for theory testing.

Correct Answer

- True
- False

Unanswered

Question 96

0 / 1 pts

Internally valid study results are those that are believed to generalize to other contexts.

Correct Answer

- True
- False

Unanswered

Question 97

0 / 1 pts

A manipulated independent variable is also known as a quasi-independent variable.

Correct Answer

- True
- False

Unanswered

Question 98

0 / 1 pts

Neuronal transmission is as fast as the speed of light.

- True

Correct Answer

False

Unanswered

Question 99

0 / 1 pts

Eyewitness testimony is highly accurate because of the speed at which the human brain transmits and stores thoughts.

True

Correct Answer

False

Unanswered

Question 100

0 / 1 pts

Cognitive psychologists believe that eye movements and fixations reflect underlying mental processes.

Correct Answer

True

False

Unanswered

Question 101

0 / 1 pts

Functional magnetic resonance imaging allows researchers to watch brain activity during information processing.

Correct Answer

True

False

Unanswered

Question 102

Not yet graded / 1 pts

How does modern day cognitive psychology differ from Neisser's early work in the field?

Your Answer:

Unanswered

Question 103

Not yet graded / 1 pts

How do the representationalist and biological perspectives differ?

Your Answer:

Unanswered

Question 104

Not yet graded / 1 pts

How do theories and hypotheses differ?

Your Answer:

Unanswered

Question 105

Not yet graded / 1 pts

How are case studies advantageous?

Your Answer:

Unanswered

Question 106

Not yet graded / 1 pts

How is accuracy measured?

Your Answer:

Unanswered

Question 107

Not yet graded / 1 pts

Explain how Noam Chomsky's work on language acquisition changed the field of cognitive psychology. Do you agree or disagree with his ideas? Explain your answer.

Your Answer:

Unanswered

Question 108

Not yet graded / 1 pts

Compare and contrast the following approaches to cognitive psychology: representationalism, embodied cognition, and the biological perspective. Then tell which approach interests you most and why.

Your Answer:

Unanswered

Question 109

Not yet graded / 1 pts

Distinguish between correlational designs and experimental designs. Provide an example of each.

Your Answer:

Unanswered

Question 110

Not yet graded / 1 pts

Define indirect measurement and explain why most cognitive psychology experiments rely on it. Give an

example of it. What is the drawback to this type of measurement?

Your Answer:

Quiz Score: **0** out of 110