Instructions: Please answer the following questions on a green scantron form. You may use your book and notes to complete the quiz but you should not work with others. This quiz is worth a total of 20 points.

1. Organisms learn the association between two stimuli through ______. Organisms learn the association between a behavior and a consequence through ______.
   a. operant conditioning; classical conditioning
   b. classical conditioning; operant conditioning
   c. classical conditioning; discovery learning
   d. observational learning; classical conditioning

2. Miranda is learning how to play tennis. For her first lesson, her instructor models serving and backhand returns while Miranda patiently watches. Miranda then tries to imitate the sequence of swings and motions made by her instructor. Which of the following concepts best describes how Miranda is learning to play tennis?
   a. Operant conditioning
   b. Classical conditioning
   c. Observational learning
   d. Latent learning

3. A father takes his baby out for a walk. The baby reaches over to touch a pink flower and is stung by a bumblebee sitting on the petals. The next day, the baby's mother brings home some pink flowers. She removes a flower from the arrangement and takes it over for her baby to smell. The baby cries loudly as soon as she sees it. According to the principles of classical conditioning, what is the conditioned stimulus in this example?
   a. The baby's crying
   b. The father
   c. The mother
   d. The pink flower
4. Little Albert was conditioned by John Watson to fear a white rat. Eventually, however, Albert became fearful of any stimulus that looked white and furry. He became scared not only of rats, but also of rabbits, and even Santa Claus's beard. This phenomenon is called _____.
   a. extinction  
   b. acquisition  
   c. generalization  
   d. spontaneous recovery

5. Some bears kept in captivity allow veterinarians to routinely give them total body checkups. These bears open their mouths for teeth cleaning and present their paws for nail clipping. Your friend wonders how anyone could ever get these dangerous animals to be so cooperative without anesthesia. You, however, a psychology student, quickly surmise that the bears had been through an extensive _____ program.
   a. fear extinction  
   b. discrimination  
   c. secondary reinforcement  
   d. operant conditioning

6. Which of the following is the best example of negative reinforcement?
   a. Chase's mom spanked him for hitting his little brother. Chase now hits his brother less frequently.
   b. Jeremy's mom grounded him for not doing his homework. Now he rarely forgets to complete his assignments on time.
   c. Abby's dad kept nagging her to clean her room. She eventually complied and did what her father wanted in order get her dad to stop nagging.
   d. Chad's new teacher gives him a prize box toy for every five books that he reads. He now reads more frequently than he used to.

7. Matt wants to train his dog, Buster, to sit on command. He gives Buster a doggie biscuit each time Buster sits when commanded, but only for the first 10 trials. He then changes the rules. Buster now has to sit on command three times before he gets a biscuit. Matt used _____ schedule first, and then _____ schedule to train Buster.
   a. a continuous-reinforcement / a fixed-ratio  
   b. a fixed-ratio / a continuous-reinforcement  
   c. a variable-interval / a fixed-interval  
   d. a continuous-reinforcement / a fixed-interval
8. One day, on the way home from work, you decide to explore a side street that you'd passed on several occasions. You are surprised to find that it runs parallel to the expressway and realize that it could be used as an alternate route to and from work. Several weeks later, there is a major accident on your usual travel route and you remember the side street alternate route. You happily take this route home. This is an example of _____.
   a. discrimination learning  
   b. latent learning  
   c. operant learning  
   d. associative learning

9. Attention, deep processing, elaboration, and the use of mental imagery are _____ processes.
   a. encoding  
   b. storage  
   c. retrieval  
   d. chunking

10. Although _____ is rich and detailed, we lose the information in it quickly unless we use certain strategies that transfer it into other memory systems.
    a. sensory memory  
    b. selective memory  
    c. long-term memory  
    d. declarative memory

11. When you are asked to recall your first day of kindergarten, you rely on _____, whereas when you are asked to recall the name of a person you just met a few seconds ago, you rely on _____.
    a. sensory memory / long-term memory  
    b. long-term memory / short-term or working memory  
    c. long-term memory / procedural memory  
    d. semantic memory / long-term memory

12. Your friend, Vince, suffered serious brain injury to his cerebellum in a motorcycle accident. What effect will this have on Vince's life?
    a. He probably won't remember his name.  
    b. He probably won't remember how to ride his motorcycle.  
    c. He probably won't recognize his wife.  
    d. He probably won't remember where he lives.
13. George has just graduated from college and is going on his first big job interview. He has learned that there are 10 other applicants for the job. Because of information on the serial position effect that he learned in his psychology class, George asks to be either the first or the last candidate interviewed. Why?
   a. The serial position effect predicts that either the first or the last job applicant interviewed will be remembered better than the applicant interviewed second.
   b. The serial position effect predicts that the candidate interviewed in the "middle" position will be viewed less favorably than the other two applicants.
   c. Research has shown that the serial position effect is used often by management to arbitrarily hire job applicants.
   d. Research has shown that people interviewed either early or late in the day are evaluated most positively.

14. Asking an eyewitness to describe a suspect's physical appearance to a sketch artist would be an example of a _____ task, whereas asking an eyewitness to identify a suspect on the basis of a lineup of five possible assailants is an example of a _____ task.
   a. recognition / recall
   b. recall / recognition
   c. rehearsal / elaboration
   d. chunking / rehearsal

15. Your roommate, Delores, asks your advice on how to best study for her final exams. Because of your knowledge of context-dependent memory, you recommend that she _____.
   a. study with her favorite rock music playing in the background and in her most comfortable chair
   b. study in the library with friends
   c. study quietly in the classroom in which she is to take her exam
   d. study with a partner in the dorm

16. Jillian was in a car accident and sustained a serious head trauma. Since the surgery, she has forgotten her name, career, and other vital information about herself. Yet, she is still able to talk, know what words mean, and have general knowledge about the world, such as what day it is or who currently is the president of the U.S. This behavior suggests that Jillian's _____ is impaired, but her _____ is still functioning.
   a. episodic memory / semantic memory
   b. semantic memory / episodic memory
   c. sensory memory / long-term memory
   d. declarative memory / nondeclarative memory
17. Basketball, football, baseball, and soccer all fit into the _____ of sports.
   a. heuristic  
   b. schematic grouping  
   c. concept  
   d. algorithm 

18. Heuristics and algorithms differ in terms of their ______.
   a. probability of accuracy and speed of processing  
   b. information processing capacity  
   c. creativity and practicality  
   d. ability to successfully resolve problems 

19. Dr. Ambrose is administering an intelligence test, and one question asks, "During what month of the year do the NCAA basketball championship games start?" Students from various groups within the U.S., as well as students from countries outside of the United States may have problems with this question because it is probably ______.
   a. not standardized  
   b. culturally biased  
   c. unreliable  
   d. culture-fair 

20. According to Noam Chomsky, the fact that children all over the world acquire language at the same time indicates that ______.
   a. humans are biologically prewired to acquire language  
   b. language is learned through reinforcement  
   c. language is learned through imitation  
   d. language is influenced by the parents' vocabulary