


**Pool Canvas**

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**Name** Chapter 1-Introduction

**Description**

**Instructions**

[Modify](#)

[◀ Add Question Here](#)

Question 1 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** Cognition can be simply defined as

- Answer**
- the study of memory.
  - the acquisition of knowledge.
  - the relationship between a stimulus and a response.
  - the relationship between cognition and brain function.

[◀ Add Question Here](#)

Question 2 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** Which term was not included in Neisser's definition of cognitive psychology?

- Answer**
- transformation
  - passive registration
  - elaboration
  - storage

[◀ Add Question Here](#)

Question 3 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** In Neisser's definition of cognitive psychology, "... sensory input is transformed..." means

- Answer**
- passive registration of physical energies from the environment on the sensory receptors.
  - active construction involving both elaboration and reduction.
  - cross-modal matching (e.g., visually identifying an object based on feeling its shape).
  - All of these

[◀ Add Question Here](#)

Question 4 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** The "tip-of-the-tongue" phenomenon is an example of a failure of

- Answer**
- attention.
  - recognition.
  - storage.
  - retrieval.

[◀ Add Question Here](#)

Question 5 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** The dominant theoretical approach to cognitive psychology today is

- Answer**
- behaviorism.
  - learning theory.
  - psychoanalysis.
  - the information processing approach.

[◀ Add Question Here](#)

Question 6 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** The information processing approach reflects ideas from

- Answer**
- the computer metaphor.
  - the cultural metaphor.
  - the evolutionary metaphor.
  - the brain metaphor

[◀ Add Question Here](#)

Question 7 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** What is the correct order of stages in an information-processing model?

- Answer**
- pattern recognition-sensory store-filter
  - sensory store-pattern recognition-filter
  - sensory store-filter-pattern recognition
  - pattern recognition-filter-sensory store

[◀ Add Question Here](#)

Question 8 **Multiple Choice** **0 points**

[Modify](#) [Remove](#)

**Question** Top down processing is

- Answer**
- the use of pattern recognition in identifying objects.
  - the use of sensory information in identifying objects in the world.
  - the processing that occurs when you scan in information (e.g., a chair) by beginning at the top of the object and scanning downward.

- ✓ the use of stored information to aid in processing sensory input.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 9 **Multiple Choice** **0 points**

**Question** What is the function of the sensory store?

**Answer** It is a new website that sells sensory information.

- ✓ It extends the amount of time we have to recognize a pattern for a fraction of a second after the event has happened.
- It compiles our memories so that our most stimulating experiences are easiest to recall.
- It keeps a permanent, exact impression of the physical energy that produced every experience we've ever had.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 10 **Multiple Choice** **0 points**

**Question** The sensory store

**Answer** is where all sensory information is permanently placed for future use.

- is where all sensory information is located allowing us to use together information from the different senses into a coherent whole.
- ✓ maintains sensory information in its original form for a brief time.
- maintains sensory information for a brief time after it has been pattern recognized.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 11 **Multiple Choice** **0 points**

**Question** Broadbent's original filter model was proposed to explain

**Answer** why you can walk, talk, and chew gum at the same time.

- why you can't watch all three rings of a three-ring circus at the same time.
- why you can listen and see at the same time.
- ✓ why you can't listen to your professor at the same time as to the friend sitting beside you.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 12 **Multiple Choice** **0 points**

**Question** Which of the stages represent attention according to the information-processing model presented in Chapter 1?

**Answer** sensory store and filter

- filter and pattern recognition
- ✓ filter and selection
- selection and STM

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 13 **Multiple Choice** **0 points**

**Question** In the information processing model, the role of the filter and the role of selection

**Answer** ✓ reflect aspects of attention.

- are components of the processes supporting the transfer of information from short-term into long-term memory.
- reflect aspects of concept formation.
- are components of the sensory store.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 14 **Multiple Choice** **0 points**

**Question** Short-term memory has the following limitations:

**Answer** single sensory modality and duration.

- ✓ duration and capacity.
- capacity and single modality.
- there are no substantial limitations.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 15 **Multiple Choice** **0 points**

**Question** Where do higher-order cognitive processes, such as solving problems, happen in the information-processing model described in Chapter 1?

**Answer** short-term memory

- long-term memory
- selection
- ✓ higher-order processes, such as solving problems, do not have a separate stage in this model.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 16 **Multiple Choice** **0 points**

**Question** A book that had a major negative impact on the growth of cognitive psychology was

**Answer** James' *Principles of Psychology*.

- Kohler's *The Mentality of Apes*.
- ✓ Watson's *Behaviorism*.
- Bartlett's *Remembering*.

◀ [Add Question Here](#)

[Modify](#) [Remove](#)

Question 17 **Multiple Choice** **0 points**

**Question** The stimulus-response approach was encouraged by

**Answer** ✓ Watson's *Behaviorism*.

- James' *Principles of Psychology*.
- Bartlett's *Remembering*.
- Neisser's *Cognitive Psychology*.

[◀ Add Question Here](#)Question 18 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Which of the following were not considered important in the development of cognitive psychology?**Answer**

- Miller
- Chomsky
- Broadbent
- ✓ Franklin

[◀ Add Question Here](#)Question 19 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Why did behaviorism have a negative impact on the growth of cognitive psychology?**Answer** ✓ Behaviorism stated that it was unscientific to explain behaviors in terms of what the person did (internally) with the information presented in the stimulus before they responded.

Behaviorists' results were difficult to replicate and thus gave the field a bad reputation in the scientific community.

Behaviorism caused people to focus on applied psychotherapy instead of pure research.

Behaviorism was seen by the public as cruel, and thus fell out of favor with the politicians who funded scientific research.

[◀ Add Question Here](#)Question 20 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Cognitive science is**Answer**

- the idea that cognition consists of information-processing stages.
- the study of the contingencies between observable physical stimuli in the environment and observable behaviors of organisms.
- the science of using systematically organized logical methods for thinking precisely.
- ✓ the study of intelligence in humans, computer programs, and abstract theories, with an emphasis on intelligent behavior as computation.

[◀ Add Question Here](#)Question 21 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Programming computers to perform intellectually demanding tasks occurs in a field of study called**Answer**

- ✓ artificial intelligence.
- computer intelligence.
- natural intelligence.
- network intelligence.

[◀ Add Question Here](#)Question 22 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** TOTE stands for**Answer** ✓

- Test-Operate-Test-Exit.
- Test-Organize-Test-Evaluate.
- Transform-Organize-Test-Evaluate.
- Think-Out-Total-Event.

[◀ Add Question Here](#)Question 23 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Miller, Galanter, and Pribram proposed the TOTE (Test-Operate-Test-Exit) unit to explain how people**Answer**

- recognize patterns.
- search memory.
- construct sentences.
- ✓ construct plans.

[◀ Add Question Here](#)Question 24 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Which two fields had the greatest impact on how cognitive psychologists thought about higher cognitive processes in the late 1950s?**Answer**

- biology and artificial intelligence
- biology and economics
- ✓ linguistics and artificial intelligence
- linguistics and economics

[◀ Add Question Here](#)Question 25 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** The study of the relation between cognitive processes and brain activities is called**Answer**

- artificial intelligence.
- cognitive science.
- ✓ cognitive neuroscience.
- psychobiology.

[◀ Add Question Here](#)Question 26 **Multiple Choice****0 points**[Modify](#) [Remove](#)**Question** Which of the following does not belong with regard to cognitive science?**Answer**

- linguistics
- anthropology
- ✓ chemistry
- philosophy

[◀ Add Question Here](#)Question 27 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** The four lobes of the brain are

**Answer**  frontal, ventral, dorsal, and occipital.  
 frontal, temporal, parietal, and occipital.  
 frontal, occipital, thalamus, and central.  
 frontal, occipital, thalamus, and parietal.

[◀ Add Question Here](#)Question 28 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** Which of the following brain areas is paired correctly with the behaviors controlled by it?

**Answer**  occipital lobe – pattern perception, awareness of visual information  
 parietal lobe – understanding language and recognizing faces  
 temporal lobe – sensory information, planning motor movements, and memory  
 frontal lobe – when damaged, results in impaired sense of touch and clumsiness in the side of the body opposite the side of the brain that has been damaged

[◀ Add Question Here](#)Question 29 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** The frontal lobe is thought to participate in

**Answer**  motor and memory tasks.  
 motor tasks and visual information processing.  
 memory tasks and visual information processing.  
 body sensations.

[◀ Add Question Here](#)Question 30 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** Which brain imaging technique uses radioactive tracers to measure blood flow?

**Answer**  magnetic resonance imaging  
 positron emission tomography  
 event related potentials  
 CAT scans

[◀ Add Question Here](#)Question 31 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** Obtaining precise temporal information about the time course of mental operations is achieved by using

**Answer**  magnetic resonance imaging.  
 positron emission tomography.  
 event-related potentials.  
 radioactive tracers.

[◀ Add Question Here](#)Question 32 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** Which is *not* a way of measuring brain cognition relationships?

**Answer**  PET  
 fMRI  
 ERP  
 AFT

[◀ Add Question Here](#)Question 33 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** Who among the following does not belong?

**Answer**  Miller  
 Watson  
 Galanter  
 Pribram

[◀ Add Question Here](#)Question 34 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** The idea of semantic networks was originally proposed in the field of

**Answer**  artificial intelligence.  
 geology.  
 chemistry.  
 anthropology.

[◀ Add Question Here](#)Question 35 **Multiple Choice** **0 points**[Modify](#) [Remove](#)**Question** Currently, cognitive psychology is contributing to the development of

**Answer**  research methods.  
 applied psychology.  
 chemistry.  
 personality.

[◀ Add Question Here](#)

- Question 36 **Multiple Choice** **0 points** [Modify](#) [Remove](#)
- Question** When you use only sensory information to read/recognize a word, you are using
- Answer**
- top-down processing.
  - bottom-up processing.
  - lateral processing.
  - None of these
- [Add Question Here](#)
- Question 37 **Multiple Choice** **0 points** [Modify](#) [Remove](#)
- Question** Sensory processing is to \_\_\_\_\_ as meaning-based processing is to \_\_\_\_\_.
- Answer**
- top-down processing; bottom-up processing
  - bottom-up processing; top-down processing
  - lateral processing; lateral inhibition
  - lateral inhibition; lateral processing
- [Add Question Here](#)
- Question 38 **Multiple Choice** **0 points** [Modify](#) [Remove](#)
- Question** Cognitive psychologists study a variety of different areas. Which would *not* be an area of study for a cognitive psychologist?
- Answer**
- language
  - perception
  - reasoning
  - All are areas of cognitive psychology.
- [Add Question Here](#)
- Question 39 **Multiple Choice** **0 points** [Modify](#) [Remove](#)
- Question** Which of the following does not belong?
- Answer**
- frontal
  - lateral
  - temporal
  - occipital
- [Add Question Here](#)
- Question 40 **Multiple Choice** **0 points** [Modify](#) [Remove](#)
- Question** Which of the following does not belong?
- Answer**
- long-term memory
  - semantic networks
  - artificial intelligence
  - S-R
- [Add Question Here](#)
- Question 41 **True/False** **0 points** [Modify](#) [Remove](#)
- Question** Cognitive science is the interdisciplinary approach to studying knowledge acquisition.
- Answer**
- True
  - False
- [Add Question Here](#)
- Question 42 **True/False** **0 points** [Modify](#) [Remove](#)
- Question** PET refers to positive empathy therapy.
- Answer**
- True
  - False
- [Add Question Here](#)
- Question 43 **True/False** **0 points** [Modify](#) [Remove](#)
- Question** There is no need to study the brain in order to fully understand cognition.
- Answer**
- True
  - False
- [Add Question Here](#)
- Question 44 **True/False** **0 points** [Modify](#) [Remove](#)
- Question** Neisser defined the field of cognitive psychology.
- Answer**
- True
  - False
- [Add Question Here](#)
- Question 45 **True/False** **0 points** [Modify](#) [Remove](#)
- Question** Behaviorism logically evolved into cognitive psychology.
- Answer**
- True
  - False
- [Add Question Here](#)
- Question 46 **True/False** **0 points** [Modify](#) [Remove](#)

**Question** The sensory store is the first step in the stages of the information-processing model.

**Answer**  True  
 False

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 47 **True/False**

**0 points**

**Question** Artificial intelligence is the study of how to produce computer programs that can perform intelligent tasks.

**Answer**  True  
 False

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 48 **True/False**

**0 points**

**Question** TOTE is a plan used by humans (similar to a computer program) to control the sequence of operations that need to be performed in order to carry out a behavior.

**Answer**  True  
 False

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 49 **True/False**

**0 points**

**Question** Cognitive psychology is the second-most popular perspective within psychology, following behind the behavioral school.

**Answer**  True  
 False

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 50 **True/False**

**0 points**

**Question** Event-related potentials allow scientists to link mental operations recorded in a reaction time task to brain activity.

**Answer**  True  
 False

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 51 **Essay**

**0 points**

**Question** Compare and contrast the underlying suppositions from behaviorism and cognitive psychology.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 52 **Essay**

**0 points**

**Question** Generate a TOTE for making a peanut-butter-and-jam sandwich.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 53 **Essay**

**0 points**

**Question** Discuss the following statement: The brain is essential in understanding cognition. Provide examples to support your position.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 54 **Essay**

**0 points**

**Question** Explain the problems with Watson's approach to cognitive psychology.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 55 **Essay**

**0 points**

**Question** Describe a possible result of damage occurring to each of the four lobes of the cerebral cortex.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 56 **Essay**

**0 points**

**Question** Discuss the major contributing factors to the development of cognitive psychology.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 57 **Essay**

**0 points**

**Question** "Cognitive psychology refers to all processes by which the sensory input is transformed, reduced, elaborated, stored, recovered, and used." Discuss the implications of this statement. How does it differ from the behavioral position?

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 58 **Essay**

**0 points**

**Question** Draw and label the stages of the information-processing model. Describe each stage. Give an everyday example of how information might be processed based on this model.

**Answer** Answer not provided.

[◀ Add Question Here](#)

[Modify](#) [Remove](#)

Question 59 **Essay**

**0 points**

**Question** Define bottom-up and top-down processing. Provide an everyday example of these two types of processing that were not given in your textbook or class. Do you think one type of processing is utilized more than the other? Explain your position.

**Answer** Answer not provided.

[◀ Add Question Here](#)

Question 60 **Essay**

**0 points**

[Modify](#) | [Remove](#)

**Question** Cognitive psychology has been influenced by developments in other disciplines. Elaborate on this statement, providing specific examples.

**Answer** Answer not provided.

[◀ Add Question Here](#)