CHAPTER 1
INTRODUCTION TO COGNITIVE PSYCHOLOGY
TEST BANK

Multiple Choice

1. Which of the following would not be studied by a Cognitive Psychologist?
   a. whether people can pay attention to multiple stimuli at once without losing accuracy
   b. if advertising using animation is more memorable than advertising using no animation
   c. whether a group of people present affect how much is given to charity
   d. if the reading speed of college graduates differs from that of high school graduates
   ANS: c REF: 6 DIF: Moderate MSC: TYPE: Applied

2. The combination of rational with empirical methods so as to get the "best of both worlds" represents, in dialectical terms, a(n)
   a. thesis.
   b. antithesis.
   c. synthesis.
   d. antisynthesis.
   ANS: c REF: 8 DIF: Easy MSC: TYPE: Factual

3. Part of dialectic thinking is when a statement of belief is proposed. This statement would be called the ___.
   a. antithesis
   b. synthesis
   c. thesis
   d. pragmatics
   ANS: c REF: 8 DIF: Moderate MSC: TYPE: Factual

4. This part of dialectic thinking is when a counterstatement to previous beliefs emerges. This counterstatement would be called the ___.
   a. antithesis
   b. synthesis
   c. thesis
   d. pragmatics
   ANS: a REF: 8 DIF: Moderate MSC: TYPE: Factual

5. The philosopher who advanced the notion of a dialectic was _____.
   a. Plato
   b. Hegel
   c. Descartes
   d. Aristotle
   ANS: b REF: 9 DIF: Moderate MSC: TYPE: Factual

6. A rationalist
   a. uses logical analysis to understand the world and people's relations to it.
   b. is a follower of Aristotle's empiricist philosophy.
   c. supports the idea of monism.
   d. believes that knowledge is acquired through experience and observation.
   ANS: a REF: 10 DIF: Moderate MSC: TYPE: Factual

7. Rationalism is to ____ as empiricism is to ____.
   a. empirical evidence; theory
   b. theory; empirical evidence
   c. manipulation; measure
   d. hypothesis; theory
   ANS: b REF: 11 DIF: Hard MSC: TYPE: Conceptual

8. This particular approach emphasizes logical analysis as the means to acquiring new knowledge.
   a. Tabula rasa
   b. Synthesis
   c. Rationalist
   d. Empiricist
   ANS: c REF: 11 DIF: Moderate MSC: TYPE: Factual

9. An empiricist
   a. believes that knowledge is acquired through experience and observation.
   b. is a follower of Plato's rationalist philosophy.
   c. supports the idea of mind-body dualism.
   d. believes that the mind and the body are separate entities.
   ANS: a REF: 11 DIF: Easy MSC: TYPE: Factual

10. This particular approach emphasizes empirical evidence as the means to acquiring new knowledge.
    a. Rationalist
    b. Monist
    c. Empiricist
    d. Nativist
    ANS: c REF: 11 DIF: Easy MSC: TYPE: Factual NOT: WWW

11. Theresa, a judge, does not accept circumstantial evidence as evidence in her court. Theresa will not convict anyone of a crime, based on general principles of anticipated behavior of people brought to court. Instead, Theresa allows only evidence that she can see, or "hard," observational evidence, to be used in a prosecution. Theresa could be referred to as a(n)
    a. Monist
    b. Empiricist
    c. Rationalist
    d. Nativist
    ANS: b REF: 11 DIF: Moderate MSC: TYPE: Applied

12. Elma, an automobile factory worker, learns how to install a car air conditioner by watching a fellow worker install the part. The knowledge Elma has just acquired is _____ acquired knowledge.
    a. experimentally
    b. reductively
    c. innately
    d. empirically
    ANS: d REF: 11 DIF: Moderate MSC: TYPE: Applied NOT: WWW

13. Psychology is sometimes viewed as a merging of
    a. philosophy and monism.
    b. rationalism and physiology.
    c. physiology and empiricism.
    d. philosophy and physiology.
    ANS: d REF: 11 DIF: Easy MSC: TYPE: Factual

14. Descartes is known for having been a(n)
    a. functionalist.
    b. behaviorist.
    c. empiricist.
    d. rationalist.
    ANS: d REF: 12 DIF: Easy MSC: TYPE: Factual

15. A philosopher who largely rejected acquisition of knowledge by empirical means was
    a. John Locke.
    b. Aristotle.
    c. David Hume.
    d. René Descartes.
    ANS: d REF: 12 DIF: Moderate MSC: TYPE: Factual

16. Which of the following people supported the rationalist view and largely rejected the pure empirical view?
    a. Kant
    b. Aristotle
    c. Descartes
    d. Locke
    ANS: c REF: 12 DIF: Moderate MSC: TYPE: Factual

17. _____ refers to Locke's belief that all knowledge is gained empirically, beginning at birth, when our minds are a blank slate.
    a. Innate
    b. A priori
    c. A posteriori
    d. Tabula rasa
    ANS: d REF: 12 DIF: Easy MSC: TYPE: Factual

18. Immanuel Kant
    a. believed in an integration of rationalism and empiricism.
    b. rejected completely all forms of rationalism and empiricism.
    c. believed only in rationalism.
    d. believed only in empiricism.
    ANS: a REF: 12 DIF: Moderate MSC: TYPE: Conceptual
    NOT: WWW

19. The goal of structuralism was to understand the "content" of the mind by
    a. synthesizing constituent parts of perceptions.
    b. analyzing perceptions into their constituent parts.
    c. observing responses to various stimuli.
    d. evaluating other schools of thought to provide a "structure" for the new movement.
    ANS: b REF: 13 DIF: Moderate MSC: TYPE: Factual

20. Wilhelm Wundt's idea of _____ involved looking inward at the contents of one's consciousness.
    a. projection
    b. introversion
    c. repression
    d. introspection
    ANS: d REF:13 DIF: Easy MSC: TYPE: Factual

21. Bill, a mechanic, believes that automobile research should place an emphasis on studying how a car is used and the processes that occur among the various parts. If Bill had chosen psychology as a career field, he might have been in favor of
    a. Gestaltism.
    b. structuralism.
    c. behaviorism.
    d. functionalism.
    ANS: d REF:15 DIF: Moderate MSC: TYPE: Conceptual

22. Which of the following examples is most analogous to the goal of the structuralist movement?
    a. Scientists study an entire assembled jigsaw puzzle in order to understand each of the pieces.
    b. Scientists look at how the pieces of a jigsaw puzzle fit together in order to understand the assembling process.
    c. Scientists look at each piece of a jigsaw puzzle in order to understand the whole puzzle as assembled.
    d. Scientists study the different ways a jigsaw puzzle can be assembled to form different images.
    ANS: c. REF: 14 DIF: Moderate MSC: TYPE: Conceptual

23. The school of thought that focuses on answering the question of "What do people do and why do they do it?" is called
    a. Gestaltism.
    b. structuralism.
    c. psychoanalysis.
    d. functionalism.
    ANS: d REF: 15 DIF: Easy MSC: TYPE: Applied NOT: WWW

24. Which of the following is *not* consistent with the ideas of functionalism?
    a. the study of the organism independent of its environment
    b. the study of mental processes
    c. the study and uses of consciousness
    d. the study of the relationship between the organism and its environment
    ANS: a REF: 15 DIF: Moderate MSC: TYPE: Conceptual

25. Lorraine was conducting an experiment in which she was eating an apple and was trying to analyze the experience. What technique was she using?
    a. in vivo
    b. introspection
    c. empiricism
    d. naturalistic observation
    ANS: b REF: 14 DIF: Easy MSC: TYPE: Application

26. A leader in guiding functionalism toward pragmatism was _____, whose chief functional contribution to the field of psychology was his landmark book, *Principles of Psychology*.
    a. John Dewey
    b. William James
    c. Edward Lee Thorndike
    d. Hermann Ebbinghaus
    ANS: b REF: 15 DIF: Easy MSC: TYPE: Factual

27. Pragmatism concerns itself most directly with the
    a. practicality of acquiring knowledge.
    b. degree to which knowledge is empirical.
    c. philosophical implications of knowledge.
    d. usefulness of knowledge.
    ANS: d REF: 16 DIF: Easy MSC: TYPE: Factual NOT: WWW

28. Of the following types of knowledge, a pragmatist would most likely support the study of knowledge that
    a. exists for its own sake.
    b. can be used to help people become better educated.
    c. enables us to speculate further on the relationship between body and mind.
    d. has no specific use, but is highly interesting from a psychological perspective.
    ANS: b REF: 16 DIF: Moderate MSC: TYPE: Applied

29. Associationism is a school of psychology, arising from Locke and Aristotle, that examines
    a. how ideas become associated with each other in the mind.
    b. the process by which the thoughts of some people associate with the thoughts of others.
    c. how "nonreal" representative objects become associated with abstract "ideal" objects in the mind.
    d. observable associations between stimuli and responses.
    ANS: a REF: 17 DIF: Easy MSC: TYPE: Factual

30. This researcher examined the impact of rehearsal on memory using himself as a subject.
    a. Tolman
    b. Dewey
    c. Kant
    d. Ebbinghaus
    ANS: d REF: 17 DIF: Easy MSC: TYPE: Factual

31. The "law of effect" states that a stimulus will tend to produce a certain response over time if the
    a. stimulus is conditioned.
    b. organism is repeatedly rewarded for that response.
    c. organism is repeatedly punished for that response.
    d. stimulus and the response are both unconditioned.
    ANS: b REF: 18 DIF: Easy MSC: TYPE: Factual NOT: WWW

32. The landmark experiment in which dogs salivate at the sight of the person who feeds them provides an example of
    a. classically conditioned learning.
    b. instrumental learning.
    c. social learning.
    d. physiological psychology.
    ANS: a REF:19 DIF: Easy MSC: TYPE: Factual

33. Skinner's argument included the idea of operant conditioning, which refers to his belief that
    a. the strengthening or weakening of behavior, depending upon the presence or absence of reinforcement or punishment, explains all human behavior.
    b. all human behavior can be explained by operant conditioning, involving the strengthening or weakening of behavior, depending only on the presence of punishment.
    c. human behavior is highly unpredictable and, as a result, only some human behavior can be explained in terms of reinforcement-punishment relationships.
    d. human behavior cannot be understood without taking into account the purpose of the behavior.
    ANS: a REF: 19 DIF: Moderate MSC: TYPE: Conceptual

34. John Watson, the founder of radical behaviorism, was an American psychologist who
    a. rejected all aspects of functionalism.
    b. supported the functionalist movement and was one of its most ardent supporters.
    c. rejected some aspects of functionalism, but at the same time drew heavily from the functionalists.
    d. altered the course of functionalism and later renamed the movement "behaviorism."
    ANS: c. REF: 20 DIF: Moderate MSC: TYPE: Factual

35. Which of the following is a legitimate criticism of Behaviorism?
    a. The behavioristic principles did not explain language learning well.
    b. The law of effect did not generalize to humans.
    c. Classical conditioning only works on animals.
    d. All of the above are legitimate criticisms.
    ANS: a REF: 21 DIF: Easy MSC: TYPE: Factual

36. Gestalt psychology has most greatly influenced, specifically, the study of
    a. emotion.
    b. insight.
    c. behavior.
    d. linguistics.
    ANS: b. REF: 23 DIF: Moderate MSC: TYPE: Factual NOT: WWW

37. Which of the following were known as Behaviorists who were willing to look inside the black box?
    a. Tolman for his work with mazes
    b. Pavlov for his work with dogs.
    c. Skinner for his work with rats.
    d. Watson for his work with Little Albert.
    ANS: a REF: 22 DIF: Moderate MSC: TYPE: Conceptual

38. Karl Lashley's work in biological psychology led him to work with which key issue that deals with the location of individual cognitive processes in the brain?
    a. Monistic localization in brain function
    b. Prosopagnosia
    c. The brain as an organizer of behavior
    d. Hysteresis
    ANS: c REF: 24 DIF: Moderate MSC: TYPE: Conceptual

39. When developing this type of computer system, the goal is to have a system that demonstrates intelligent processing of information.
    a. Artificial Intelligence
    b. Engineered Intelligence (EI)
    c. Technologically Engineered Intelligence (TEI)
    d. Information processing approach
    ANS: a REF: 25 DIF: Moderate MSC: TYPE: Factual

40. Who is known for the development of the concept “modularity of the mind”?
    a. B.F. Skinner
    b. Jerry Fodor
    c. Albert Bandura
    d. Donald Broadbent
    ANS: b REF: 28 DIF: Moderate MSC: TYPE: Factual

41. What does the term *metacognition* refer to?
    a. It is a term that describes all the different theories of Intelligence.
    b. The term describes the mathematical process used to calculate intelligence.
    c. The term describes your understanding of your own thinking processes.
    d. The term captures the cultural differences in intelligence.
    ANS: c REF: 31 DIF: Easy MSC: TYPE: Definition

42. Which theory of Intelligence emphasizes modularity?
    a. Carroll: Three-Stratum Model of Intelligence
    b. Gardner: Theory of Multiple Intelligences
    c. Sternberg: The Triarchic Theory
    d. None of the theories emphasize modularity.
    ANS: b REF: 37 DIF: ModerateMSC: TYPE: Factual

43. Christia is in the process of developing a research idea. She currently is reviewing various _____, which consists of explanatory principles for the phenomenon of interest.
    a. correlational studies
    b. dependent variables
    c. hypotheses
    d. theories
    ANS: d REF: 41 DIF: Easy MSC: TYPE: Application

44. After conducting an experiment, the means for the two groups are not identical which may suggest a difference between the two groups. However, in order to be sure, you need to analyze the experimental results in terms of the likelihood that the result simply occurred by chance. This is called
    a. statistical significance.
    b. practical significance.
    c. descriptive statistics.
    d. meta-analysis.
    ANS: a REF: 41 DIF: Moderate MSC: TYPE: Conceptual NOT: WWW

45. Dorothy conducted an experiment in which there was a 20 point difference between the experimental and control group. The statistical test suggests that this result did not occur simply by chance. Dorothy's results are said to have (found)
    a. statistical significance.
    b. practical significance.
    c. descriptive statistics.
    d. meta-analysis.
    ANS: a REF: 52 DIF: Moderate MSC: TYPE: Application

46. In an experimental design, this is often the variable of interest that is being manipulated.
    a. extraneous variable
    b. independent variable
    c. dependent variable
    d. confounding variable
    ANS: b REF: 52 DIF: Easy MSC: TYPE: Factual

47. In an experimental design, this is often the outcome or the variable that is being measured (e.g., score on a test).
    a. extraneous variable
    b. independent variable
    c. dependent variable
    d. confounding variable
    ANS: c REF: 52 DIF: Easy MSC: TYPE: Factual

48. Erica is conducting experimental research in which she is looking at the effect of type of music on intellectual development. What is the independent variable in this example?
    a. type of music
    b. intellectual development
    c. the control group
    d. the experimental group
    ANS: a REF: 52 DIF: Easy MSC: TYPE: Application NOT: WWW

49. Erica is conducting experimental research in which she is looking at the effect of type of music on intellectual development. What is the dependent variable in this example?
    a. type of music
    b. intellectual development
    c. the control group
    d. the experimental group
    ANS: b REF: 52 DIF: Easy MSC: TYPE: Application

50. The sample, when compared to the population, does a good job of reflecting many of the characteristics of the population.
    a. systematic sampling
    b. cross-sectional design
    c. random sample
    d. representative sample
    ANS: d REF: 55 DIF: Moderate MSC: TYPE: Factual

51. James was interested in a new study technique and whether it would have an impact on the retention of information when compared to a traditional study method. James had the experimental group, with the new study technique, study psychology, while the other group, with the old technique, studied Greek. In this example, the type of material (psychology versus Greek) would be an example of (a) ____.
    a. antithesis
    b. confounding variable
    c. random sample
    d. representative sample
    ANS: b REF: 52 DIF: Moderate MSC: TYPE: Application

52. _____ is a type of variable that is left uncontrolled in an experiment. Such a variable could contribute to difference in performance making it difficult to interpret the results of the experiment.
    a. Independent variable
    b. Confounding variable
    c. Dependent variable
    d. Controlled variable
    ANS: b. REF: 52 DIF: Moderate MSC: TYPE: Application

53. Every individual in the population of interest has an equal chance of being selected for an experiment.
    a. representative sample
    b. single-subject design
    c. random sample
    d. systematic sampling
    ANS: c. REF: 53 DIF: Moderate MSC: TYPE: Factual

54. This type of study simply looks for a statistical relationship between two or more variables without manipulating the variables of interest.
    a. quasi-experimental design
    b. multivariate statistics
    c. correlation
    d. experimental design
    ANS: c. REF: 56 DIF: Moderate MSC: TYPE: Factual

55. Brian was playing a game of three truths and a lie with some of his friends. The goal of the group is to identify the lie. Brian observed that the bigger the lie, the more the person would scratch his/her face. He thought that if he plotted amount of scratching by severity of lie that there would be a relation. Brian is thinking of what type of study.
    a. quasi-experimental design
    b. multivariate statistics
    c. correlation
    d. experimental design
    ANS: c. REF: 55 DIF: Moderate MSC: TYPE: Factual

56. This type of research is interested in identifying which parts of the brain and what specific brain activity are associated with particular cognitive tasks.
    a. psychobiological research
    b. cerebral relational analysis
    c. structural relational analysis
    d. biological research
    ANS: a. REF: 55 DIF: Easy MSC: TYPE: Factual

57. This technique for studying the brain occurs after the death of the individual, and relates function prior to death to observable brain features after death.
    a. postmortem
    b. in vivo
    c. aspiration lesions
    d. cryogenic blockade
    ANS: a. REF: 58 DIF: Easy MSC: TYPE: Factual

58. This technique for studying the brain occurs while the individual is alive, and specific cerebral damage is conducted to see the effects on function.
    a. postmortem
    b. cryogenic blockade
    c. extracellular unit recording
    d. in vivo
    ANS: d. REF: 58 DIF: Moderate MSC: TYPE: Factual

59. Yaun participated in an experiment in which he saw various stimuli on a computer screen. After the experiment, Yaun was to provide feedback about what he thought was going on cognitively. This would be an example of
    a. naturalistic observation.
    b. individual observation.
    c. case study.
    d. self-report.
    ANS: d. REF: 58 DIF: Easy MSC: TYPE: Application

60. Lequoia decided to conduct her study at the mall. She watched people at the mall for very specific behavior and simply kept track of the number of times the behavior occurred for various groups. This would be an example of
    a. naturalistic observation
    b. structuralism
    c. case study
    d. self-report
    ANS: a REF: 58 DIF: Easy MSC: TYPE: Application

61. _____ take(s) into account human limits when modeling cognitive functions/processes in a program.
    a. Computer simulations
    b. Ecological programming
    c. Artificial intelligence
    d. Cognitive science
    ANS: a REF: 62 DIF: Moderate MSC: TYPE: Factual

62. What is one of many ways in which cognitive performance by computers differs from such performance by humans?
    a. Most computers use parallel processing, whereas humans often use serial processing.
    b. Most computers use serial processing, whereas humans often also use parallel processing.
    c. There are no differences in cognitive ability; only in the way each carries out tasks.
    d. Computers' cognitive abilities are much more complex than human cognitive abilities, and therefore there is no one explanation.
    ANS: b REF: 62 DIF: Easy MSC: TYPE: Factual

63. Ecological validity refers to the degree to which lab data hold true when altered to account for
    a. ecological differences between the lab and the outside environment.
    b. the degree to which data gathered in a lab will apply outside the lab, given the influences of the environment on cognitive activity.
    c. the accuracy of predictions of how test subjects will react when placed in an environment with different ecological relationships.
    d. the effect ecological changes have on the behavior of organisms in the particular environment.
    ANS: b REF: 61 DIF: Moderate MSC: TYPE: Conceptual

64. Mrs. M had difficulties with managing relationships. She was paranoid about anything that was said and often interpreted comments as an attack on her or her family. These symptoms and others were studied by a therapist for years and then were written up to help others understand her particular constellation of symptoms. This would be an example of a
    a. naturalistic observation
    b. psychobiological research
    c. case study
    d. self-report
    ANS: c REF: 59 DIF: Easy MSC: TYPE: Application

65. This major theme of cognitive psychology deals with what factors contribute/influence who we are. To what extent is it our genetic inheritance or our surrounding environment?
    a. structures versus processes
    b. nature versus nurture
    c. biological versus behavioral methods
    d. rationalism versus empiricism
    ANS: b REF: 24 DIF: Moderate MSC: TYPE: Conceptual

66. This theme of cognitive psychology deals with how we discover truth about ourselves and the world. Is it through the use of reason and logic or is it through observing and testing what we can sense?
    a. rationalism versus empiricism
    b. biological versus behavioral methods
    c. structures versus processes
    d. nature versus nurture
    ANS: a REF: 24 DIF: Moderate MSC: TYPE: Conceptual

67. _____ is an interdisciplinary approach (e.g., artificial intelligence, linguistic, etc.) to the study of the mind.
    a. Multidisciplinary Approach to the Mind (MAM)
    b. Cognitive consortium
    c. Cognitive science
    d. Cognitive psychology
    ANS: c. REF: 24 DIF: Easy MSC: TYPE: Factual

68. The issues for this theme of cognitive psychology is whether we should focus on the content of the human mind or if we should focus on the processes of human thinking.
    a. rationalism versus empiricism
    b. domain generality versus domain specificity
    c. structures versus processes
    d. nature versus nurture
    ANS: c REF: 25 DIF: Moderate MSC: TYPE: Conceptual

69. This theme of cognitive psychology is whether one should use carefully controlled experiments or use techniques that would allow one to observe the behaviors as they naturally occur.
    a. structures versus processes
    b. validity of inferences versus ecological validity
    c. nature versus nurture
    d. domain generality versus domain specificity
    ANS: d REF: 25 DIF: Moderate MSC: TYPE: Conceptual

70. This major theme of cognitive psychology looks at to what extent we use highly controlled experiments versus naturalistic techniques.
    a. biological versus behavioral methods
    b. validity of inferences versus ecological validity
    c. rationalism versus empiricism
    d. structures versus processes
    ANS: b REF: 25 DIF: Moderate MSC: TYPE: Conceptual

71. This major theme for cognitive psychology is whether research should focus on fundamental cognitive processes or focus on research that has more of a practical application.
    a. domain generality versus domain specificity
    b. structures versus processes
    c. applied versus basic research
    d. rationalism versus empiricism
    ANS: c REF: 25 DIF: Moderate MSC: TYPE: Conceptual

72. This major theme for cognitive psychology is in terms of how we acquire information about cognitive processes. Should we study the brain directly or should we look at performance on cognitive tasks?
    a. biological versus behavioral methods
    b. validity of inferences versus ecological validity
    c. nature versus nurture
    d. rationalism versus empiricism
    ANS: a REF: 25 DIF: Moderate MSC: TYPE: Conceptual

73. Santiago says that in order to understand cognitive processes we need to look directly at the brain to see how it functions. Ayami disagrees and says that we need to look at how people perform on various cognitive tasks. This disagreement is an example of
    a. biological versus behavioral methods.
    b. validity of inferences versus ecological validity.
    c. nature versus nurture.
    d. rationalism versus empiricism.
    ANS: a. REF: 25 DIF: Moderate MSC: TYPE: Application

74. In psychological research, conducting lesions on the brain can be seen as an example of which of the key issues within the field of cognitive psychology?
    a. nature versus nurture
    b. rationalism versus empiricism
    c. structure versus processes
    d. applied versus basic research
    ANS: c. REF: 25 DIF: Moderate MSC: TYPE: Conceptual

75. Santiago and Ayami disagree on the direction of their research lab. Santiago is simply interested in a particular phenomenon and wants to study it for knowledge sake; Ayami, however, wants to be able to take what is learned and use it in practical applications. Their disagreement is an example of
    a. nature versus nurture.
    b. rationalism versus empiricism.
    c. structure versus processes.
    d. applied versus basic research.

    ANS: d REF: 25 DIF: Moderate MSC: TYPE: Application

Essay

1. Briefly summarize each of the antecedents to cognitive psychology; include the paradigms' founders and main tenets or beliefs in your discussion.
   ANS: Answer not provided NOT: WWW

2. Briefly summarize the seven major themes for cognitive psychology.
   ANS: Answer not provided

3. Define the rationalist and empiricist positions.
   ANS: Answer not provided

4. Explain the terms dialectic, thesis, and antithesis and how they relate to each other.
   ANS: Answer not provided

5. Describe the basic premise behind behaviorism and point out what weaknesses led to the cognitive revolution.
   ANS: Answer not provided

6. Briefly explain the differences in Plato and Aristotle's approaches to acquiring knowledge. Be sure to include the concepts of induction/deduction and rationalism/empiricism.
   ANS: Answer not provided

7. Briefly describe a correlational study and an experiment and then compare and contrast the two types of designs.
   ANS: Answer not provided NOT: WWW

8. Both artificial intelligence programs and humans can be seen as processors of information. What are the similarities and differences between these two in terms of handling information?
   ANS: Answer not provided

9. List three of the different research methods used by psychologists, as mentioned in the chapter, and describe how they differ from one another.
   ANS: Answer not provided

10. Cognition is generally adaptive. Use forgetting as a potential example and explain how it is adaptive.
    ANS: Answer not provided

11. René Descartes and John Locke had differing views of the relationship between mind and body. What is your position? Support your position, using specific references to each of their theories.
    ANS: Answer not provided NOT: WWW

12. Choose one of the research designs addressed in the text and describe it. Then outline a cognitive-psychological experiment to illustrate your chosen design.
    ANS: Answer not provided

13. Design an experiment looking at study habits. Make sure to include the following terms: hypothesis, control group, experimental group, independent variable, dependent variable, extraneous variables.
    ANS: Answer not provided

14. Identify some behavior of interest. Come up with a number of different hypotheses that might explain the behavior. For each hypothesis, include evidence that would support and evidence that would not support each hypothesis.
    ANS: Answer not provided

15. What if cognitive processes did not interact with each other? Provide some examples of how our (cognitive) lives would be different—what would be the implications?
    ANS: Answer not provided

16. Give an example from your own life in which you were classically conditioned.
    ANS: Answer not provided

17. Explain how Ebbinghaus's idea of *rehearsal* aids in learning in a classroom.
    ANS: Answer not provided NOT: WWW

18. How might research that is "basic" in the short run become practical and applied in the long run? Give an example.
    ANS: Answer not provided

19. If you were working for a company developing a new customer response system, explain what the advantages and disadvantages would be in terms of using a program based on artificial intelligence versus a computer simulation.
    ANS: Answer not provided NOT: WWW

20. Explain the advantages that both applied and basic research have for society.
    ANS: Answer not provided