Unit 4 Practice Questions

1. You always rattle the box of dog biscuits before giving your dog a treat. As you do so, your dog salivates. Rattling the box is a(n) \_\_\_\_\_\_\_\_; your dog's salivation is a(n) \_\_\_\_\_\_\_\_.

A) US; CR

B) US; UR

C) CS; UR

D) CS; CR

2. Money most often modifies people’s behavior because it is a powerful

A) higher order stimulus

B) primary reinforcer

C) negative reinforcer

D) secondary reinforcer

E) conditioned stimulus

3. Explicit memory is to \_\_\_\_\_\_\_\_ as implicit memory is to \_\_\_\_\_\_\_\_.

A) epinephrine; serotonin

B) automatic processing; effortful processing

C) long-term memory; short-term memory

D) hippocampus; cerebellum

E) skill memory; fact memory

4. Although Maria works as a cashier and has handled cash transactions at her job for years, she is unable to recall whether the picture of George Washington is facing to the left or to the right on the front of the one dollar bill. This is most likely due to a failure in:

A) implicit memory.

B) iconic memory.

C) retrieval.

D) encoding.

E) storage.

5. After learning that her two best friends had lost their jobs, Mariah began to grossly overestimate the national unemployment rate. Mariah's reaction best illustrates the consequences of:

A) the representativeness heuristic.

B) confirmation bias.

C) the framing effect.

D) the availability heuristic.

E) the belief perseverance phenomenon.

6. The word “predates” contains \_\_\_\_\_\_\_\_ phonemes and \_\_\_\_\_\_\_\_ morphemes.

A) 3; 7

B) 7; 2

C) 3; 2

D) 7; 3