Cognitive Psychology Quiz I on 05/21/19—
Name:

1. HEADLINE: Rewarding gone wrong
   LEAD: Parents and teachers naturally like to reward children at the sight of good behavior; however, rewarding can actually make children stop good behavior all together.

   What is at least one principle of Science Communication that this headline + lead sentence gets right and one principle that they get wrong? [2 pt]

2. The likelihood principle states that [1 pt]
   a. we perceive the object that is most likely to have caused the pattern of stimuli we have received
   b. we perceive size to remain the same size even when objects move to different distances
   c. it is easier to perceive vertical and horizontal orientations
   d. feature detectors are likely to create a clear perception of an object

3. 

   Describe one perspective on why we perceive this mug the "wrong" way [1 pt].

Commented [c1]: Future: should bold the **perceive** component or label sections to indicate the sections they correspond to

4. Name one problem associated with the lack of open science in psychology and one solution for that problem. (1 pt)

Commented [c2]: Should change to say Describe

5. Research has suggested that some areas of psychology have moved towards larger sample sizes from an online, crowdsourced, somewhat diverse Amazon Mechanical Turk database and away from standard psychology pool subjects or somewhat more diverse community-based samples. What is one problem and benefit that you see associated with this move? (1 pt)

6. You want to find some evidence suggesting that very young, not yet verbal infants understood a particular vocabulary word. Which of the following would be the best measure of their understanding? [1 pt]
    a. You could track where their eyes move: do they fixate on the image that is associated with the word spoken aloud?
    b. You could measure their scalp EEG and see whether they show enhanced processing for the particular words you're interested in vs. non-words.
    c. You could put them in an fMRI scanner to examine whether they'll show enhanced neural processing of words vs. non-words.
    d. You could give them toys that represent the word and see whether they show a preference for the toy word that you're interested in.

7. The main difference between early and late selection models of attention is that in late selection models, selection of stimuli for final processing doesn't occur until the information is analyzed for [1 pt]
    a. Modality (presentation mode, like auditory vs. visual)
    b. Meaning
    c. Physical characteristics
    d. Location

8. Name one effect that we've discussed that would be an example of top-down attention and one effect that would be an example of bottom-up attention. [1 pt]

Commented [c3]: Future: change to describe instead of name, b/c sometimes the answer was confusing. Also change 'effect' to behavioral result or effect.