

Student name: _____

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

Which of these concepts is most closely associated with psychodynamic therapy?

individualism

self-actualization

behaviour modification

free association

analytic introspection

You are trying to decide where to eat lunch and reason that anywhere with a long lineup must have high demand, which probably means it has good food. You decide to eat somewhere with a long line, yet unfortunately don't consider the food to be very good. You come to realize the long lineup was probably actually related to their slow service, not the quality of their food. What mistake have you made?

failing to consider alternative explanations

not using a control group

did not rely on recommendations

not conducting an experiment before developing a hypothesis

falling victim to confirmation bias

Justin is trying to decide which nutritional supplement he should buy if he wants to gain muscle mass as quickly as possible. He sees lots advertised online but isn't sure which ones actually work. From a scientific approach, Justin should make a decision about which one to buy based on

what his friends use.

what the trainers at the local gym suggest.

empirical evidence.

what the people working out at the local gym use.

price.

While reading a magazine, Jordan sees an advertisement that claims that a new weight loss pill will help anyone lose weight without exercising. The advertisement includes a picture of a woman when she was obese and another picture of her looking thin and fit. Though the pictures are very compelling, Jordan knows that she needs to examine advertisements critically. Which of the following questions *best* represents critical thinking?

Why would this woman agree to be in this advertisement?

Is this woman a professional model?

What would my friends think about my taking a weight-loss pill?

Are there other possible explanations for the woman's weight loss, other than the pill being advertised?

How much am I willing to pay for this kind of pill?

Temira tells her roommate, Carmella, that she recently read that people who paint their rooms blue get better grades. Carmella knows that painting their room will be a lot of work. Therefore, she asks Temira where she got her information and what evidence her sources had for their conclusion. She also wonders if there might not be another reason that people with blue rooms have higher grades—for example, maybe smart people prefer the colour blue. What skill is Carmella using?

basic research

applied research

critical thinking

behaviourism

heuristic-based judgment

You overhear two people arguing about whether or not a given actor is talented. The first person says they spent all night finding examples of movies that actor has appeared in which they consider to be great. The second person considers the list and, while agreeing all those movies are great, points out there are far more movies that actor has been featured in that are absolutely terrible. The second person admits they didn't spend any time considering examples of their bad acting. What kind of faulty thinking does this example demonstrate?

familiarity bias

heuristics

mental shortcuts

distractor devaluation

confirmation bias

Jane Goodall created one of the most trailblazing studies of primates in modern times when she dwelled with Tanzanian chimps to observe their behavior. Dr. Goodall's goal was to _____ chimps' behaviour.

describe

explain and understand

predict

influence or control

replicate

Pike is interested in understanding how to design control panels for consumer products (computers, cars, etc.) in such a way that they are as easy and intuitive to use as possible. Which type of research should Pike pursue?

observable

applied

basic

consumer

sociocultural

You hear two friends discussing an issue. One friend believes that our genes determine our abilities, the second friend doesn't believe this. The friend making the comment is applying which type of level of analysis?

biological

psychological

environmental

descriptive

sociocultural.

Astrid's friend Evan is taking a psychology course. He tells her all about Sigmund Freud's psychodynamic perspective, John Watson's behavioural perspective, and Abraham Maslow's humanistic perspective. Astrid becomes frustrated, because some of the perspectives seem to say the same thing, just in different ways. "What's the point of all the different perspectives?" she asks Evan. "Why not use just one?" Evan should tell her that

psychology has diverse historical roots, and different groups of psychological professionals emphasize different aspects of human behaviour.

the problem is primarily a political one, and since psychology is a relatively new science, the politics haven't been worked out yet.

there's really no reason that anyone can point to; the different perspectives are just tradition, and psychology strongly values its own traditions.

all the different perspectives are actually subsets of mind-body dualism.

the different perspectives are all merely of historical interest and, in fact, modern psychologists do only rely on a single perspective for research purposes.

The modern problem of the relationship of mind to body stems from the thought of René Descartes, a 17th-century French philosopher and mathematician, who gave _____ its classical formulation. Beginning from his famous *Cogito, ergo sum* (Latin: "I think, therefore I am").

monism

empiricism

evolutionary theory

dualism

cognitive psychology

Sometimes we can feel our heart rate increase when we think about stressful things. Other times we may notice our heart starts beating more rapidly in response to some stimuli (e.g. while watching a scary movie) and attribute the change to fear. These examples demonstrate the concept of _____.

mindfulness

behavioural counterpoints

cardio synchrony

reciprocal effects

mind–body interactions

After encountering a number of patients who had physical problems without any apparent physical cause, Sigmund Freud reasoned that the causes must be psychological and beyond his patients' conscious awareness. For example, one of his patients, a woman named Anna O., sometimes developed paralysis in her limbs, even though there was nothing physically wrong with her. Based on his observations, Freud eventually developed a theory he called psychoanalysis. What was Freud actually analyzing?

internal, mostly unconscious psychological forces

physical causes of psychological problems

how the environment is constantly affecting our behaviour

how people find ultimate meaning in their lives

evidence-based practices for maximizing happiness

Imagine that you are renovating your kitchen. You begin by deciding on all of the individual features you want, reasoning that if you choose the best option in each category (appliances, cabinets, tiles, etc.) it will result in the best possible kitchen for you. Your friend suggests it is important to consider how all the individual pieces come together because some things work better/worse than others in combination (e.g. a large dining room table may not work well without a large enough kitchen). This idea relates to a phrase that is commonly associated with which school of thought?

psychodynamic

behavioural

cognitive

humanistic

gestalt

Dr. Mateo believes that every child is born a blank slate. Children's early environments shape their personalities, though the children may be continually affected by their environments as they grow. Everything comes down to a simple principle in Dr. Mateo's mind: If our behaviours are followed by satisfying consequences, we will repeat them, and if the consequences are unsatisfying, we won't repeat them. Dr. Mateo is probably a _____ therapist.

psychodynamic

behavioural

cognitive

humanistic

gestalt

Dewayne is taking a psychology class. He isn't really interested in discussions about the unconscious, childhood influences, or the way different structures in the brain work. Instead, he is interested in the purpose of certain psychological mechanisms. For example, he wonders why we feel disgusted by a food that made us sick or why some emotions are the same all over the world but others aren't. Dewayne is thinking most like a

monist.

British empiricist.

structuralist.

functionalist.

dualist.

Chloe is interested in better understanding how her mental processes work. She reflects on the internal processes taking place and records them in her journal. Chloe is _____, the same approach the _____ used.

using introspection; structuralists

exploring biological processes; functionalists

exploring unconscious processes; psychoanalysts

emphasizing her own tendencies toward growth; humanists

relying on self-report; behaviourists

Latisha believes that when human beings are born their potential is unlimited. She also believes in the influence of nurture and rejects the idea of nature. In fact, she thinks that by controlling children's environments very carefully, she can train them to be anything she wants them to be. The psychological perspective she would probably agree with most is

behaviourism.

humanism.

cognitive.

psychodynamic.

behavioural neuroscientist.

After Liang has gone on three or four dates with the same person, he finds himself coming up with reasons why he doesn't like her. He has done this with everyone he has dated since his parents were divorced two years ago. He tells himself that his parents' divorce has nothing to do with his own behaviour and tells his friends that he simply is yet to meet a woman who meets his standards. A psychodynamic therapist might say that Liang

is unconsciously using defense mechanisms to avoid anxiety related to dating and romantic attachments.

obviously experienced a traumatic loss of some kind before the age of seven.

probably had severe problems with dating during adolescence.

is secretly trying to show his parents what it felt like to have them break up and become single.

is repeating behaviour that had been previously reinforced.

Your psychology professor subscribes to the concept of Tabula Rasa. This means your professor believes that when we are born, our minds are like_____.

a hard drive with nothing on it (i.e. is completely empty)

a full hard drive (i.e. with no free space left)

a hard drive that is half full

a downloaded file

the text within an email message

Your friend tells you that they acquire knowledge the same way as a British empiricists, this means your friend emphasizes knowledge acquisition through?

observation

oral tradition

through intuition

divination

consensus

Kalinda has been having trouble with her college classes. Each time a professor announces an assignment, she worries that she won't do it right. Every time she takes a test, she worries that she hasn't studied the right things. When her friends notice that she's been acting depressed and ask if she's all right, she tells them she can't do anything right. To help her, a cognitive therapist would probably suggest that Kalinda

consider the validity of her beliefs, because they are affecting her ability to function successfully.

figure out what her meaning in life is to get her back on track with her schoolwork.

examine all the parts of her life so she can see her problems at school in the context of her whole life.

use free association to explore long-forgotten childhood experiences and traumas.

use analytic introspection to identify what sensations lead to those perceptions.

Which of these effects of stress reflect examples that would be likely to be studied from the psychological level of analysis?

change in heart rate

change in sweating

concerns about making a mistake

genetic susceptibility to stress

change in blood pressure

Yvette has been struggling to decide which major she wants to declare. She has asked her friends and family for advice, but their answers have just confused her more. Finally, she decides to see a therapist. Rather than giving her more advice, her therapist says it's all right for her to struggle with these kinds of questions, and that all people have an internal force that moves us toward self-actualization. What does this mean?

Our behaviours are actually affected by what we have learned, and when we're stuck, it's time to learn something new.

We have an innate tendency to grow and reach our own individual potential; we each have to find our own meaning, and the therapist will support the process.

Our brains are a lot like computers, and the best way to see what's going on inside Yvette's mental computer is doing an actual scan of her brain.

We all started out as blank slates, but our environments have made us into who we actually are; if we pay attention, our environments will tell us what's best.

Gaining awareness of our strengths and weaknesses.

To explain cognitive processes in psychology to a friend, Samira uses a computer metaphor, saying the brain takes information in, processes it, stores it, and retrieves it. This same metaphor was used by scientists in the 1950s, 60s, and 70s, a time that is sometimes referred to as

the Victorian era.

the positive psychology movement.

social constructivism.

the cognitive revolution.

the rise of behaviourism.

Gary is depressed and unenthusiastic about his classes and worries that he has chosen the wrong major. At the suggestion of a friend, he goes to see a therapist. To his surprise, Dr. Takeri is not interested in Gary's relationship with his mother, his family history, or anything else about Gary's past. Instead, Dr. Takeri focuses on what Gary is currently thinking and how he interprets those thoughts. Dr. Takeri conducts therapy from a _____ perspective.

psychoanalytic

behaviourist

humanistic

cognitive

functionalist

Thuy emigrated to Canada with her parents when she was a year old. Her parents still speak Vietnamese, and practice Confucianism. They have decorated their home with woodcuts, lacquered art, and sculptures of pagodas. Thuy, however, speaks Vietnamese only with her parents and doesn't practice religion, and has decorated her apartment with movie posters, impressionist paintings, and pictures of her friends at amusement parks. Based on this information, we can say that Thuy

has an unconscious need to abandon her parents' culture.

has been socialized into Canadian culture.

was influenced in her decisions by classic evolutionary principles.

has a different brain chemistry from the Vietnamese friends she left behind.

is confused.

Seiji's parents want him to become a medical doctor. They say that this profession would bring honour to their family and allow him to choose a spouse from a good family. Seiji, however, would like to be an actor. He doesn't enjoy his biology classes and is more interested in loving his job than in making a lot of money. If Seiji chooses to do what feels best to him; that is, to pursue an acting career, we can say that he

is relying on the values of his individualistic culture.

is relying on the values of his collectivist culture.

is being influenced by behavioural genetics.

unconsciously wishes to be a medical doctor.

is being influenced by his ego.

Kamal has come to Canada from overseas to seek his college degree. When he is close to graduating, his parents tell him that they have arranged his marriage to a young woman. They provide him with a detailed description of her personality and goals in life, and she seems to have all the qualities Kamal would like in a wife. Kamal tells his parents he will marry her.

Kamal's college friends tell him he shouldn't be marrying someone he has never met, but Kamal says that he is from a/an _____ culture and that _____

collectivistic; means that he tells his parents the exact opposite of what he really means.

individualistic; arranged marriages are common in his culture.

collectivistic; not all cultures see love as an essential prerequisite for marriage.

individualistic; his family's goals are his goals.

individualistic; not all cultures see love as an essential prerequisite for marriage.

Skye has been having problems with depression. She doesn't have health insurance to see a doctor, but she sees an advertisement for a study being done at the local university. When she meets with one of the scientists, he tells her that the study will require her to have several PET scans. The first one will be done before she takes any medication for her depression, and the rest will be done at regular intervals both while she is taking an antidepressant and after she no longer needs to take an antidepressant. The researchers doing this study are probably

evolutionary psychologists.

cognitive psychologists.

geneticists.

behavioural neuroscientists.

functionalists.

Talia has been having anxiety attacks. She meets with Dr. Eisenbein, who explains that our brain chemistry often affects how we feel. Dr. Eisenbein suggests that Talia try taking a medication called Zoloft. Talia goes home to do some research on the Internet. She learns that the brain chemicals to which Dr. Eisenbein is referring are called

genetics.

endorphins.

neurotransmitters.

monistic chemicals.

hormones.

Selma and Nissa were both adopted. Their ages are one year apart. Their parents worked hard to treat them both the same. However, now that they are in college, they seem very different. Selma volunteers at the local hospital, plays several team sports, and plans to become a pediatrician. Nissa enjoys painting in her studio, taking historical tours, and practicing yoga. She hopes to become an art restoration specialist. Which area of psychology would best explain the differences between Selma and Nissa?

evolutionary

psychodynamic

cognitive behaviourism

behavioural genetics

Gestalt

For a clinician who considers themselves to be a cognitive behaviorist, which of these components would be least likely to be considered relevant?

thoughts

expectations

patterns of behaviour

unconscious psychological forces

the environment

Two early humans go hunting for food. They have comparable intelligence. Brawn is strong and fast; Timorous is scrawny and easily tired by vigorous exercise. The men are attacked by a panther. They both run, but Timorous lags behind and is killed by the panther. The panther then chases and overcomes Brawn, who manages to fight off the panther and escape. Brawn passes his strength and speed on to many children; Timorous had only one child before he died. What process is responsible for Brawn's having more offspring than Timorous?

natural selection

behavioural neuroscience

humanism

social constructivism

a self-fulfilling prophecy

Today, stress-related diseases like stroke, heart attack, and cancer are more likely to kill people than are communicable diseases like influenza, tuberculosis, and syphilis. Researchers argue that this is because our bodies are not prepared to deal with the constant demands of modern life: noise, pollution, endless daily decisions, and pressures to look more attractive, make more money, and buy more things. What is the best evolutionary explanation for why we are not prepared to handle modern stressors?

Our ancestors did not have any stressors at all in their lives.

All evolutionary research emphasizes the body and not the brain, and stress is mostly mental and emotional.

Evolution prepared our bodies to deal with short-term stressors like fighting off an enemy or running away but not constant, long-term pressures.

Our ancestors had fewer sex differences, which made relationships much easier to handle.

Our ancestors had more sex differences, which made relationships much easier to handle.

Steve is working toward a career in investment banking. Although he dates interesting women, marriage is not one of Steve's goals. He is content to remain single and has no interest in having children. His parents are so upset by his lack of "paternal instinct" that he has been ostracized from his family. Steve's co-workers think he will change his mind and want children eventually. If we look at the three levels of analysis, we can say that the pressures from Steve's family fall at the _____ level.

biological

psychological

environmental

interaction

evolutionary

A number of people in Toshi's family struggle with anxiety attacks. He has been fortunate in that he has never had a problem with anxiety. However, when his parents suddenly announce that they are going to be divorced, Toshi is shocked and upset. A week later, sitting in class, he has his first anxiety attack. If we use the three levels of analysis, we can say that Toshi's anxiety is

primarily a biological problem.

primarily a psychological problem.

primarily an environmental problem.

due to an interaction among all three levels.

primarily a perception problem.

Which of these influences on behaviour would be most likely to be investigated by researchers operating from the cognitive perspective?

unconscious motives

free will

memory

social forces

genetic and evolutionary factors

David loves reading about what motivates employees, how companies choose job applicants, and how machines are designed around human capabilities. If David chooses to pursue an advanced degree in psychology, the best fit is probably

clinical psychology.

quantitative psychology.

industrial/organizational psychology.

developmental psychology.

qualitative psychology.

Julie wants to earn good grades in college. She carefully schedules time to study, but every time she sits down she realizes how messy her dorm room is, she can hear other people talking down the hall, or she is distracted by the television. Which of the following would a behaviourist tell Julie to do first?

Study in a quiet corner of the library on campus.

Outline the points she wants to study.

Identify why it is she really does not want to succeed.

Analyze her dreams for insight into how to handle her problem.

Attempt to relate the problem back to a childhood trauma.

You are about to start a co-op placement with an independent consumer electronics retailer to find ways to improve the experience of their customers. They ask you to design some surveys that will assess what thoughts customers have about their shopping experience in the store as it currently is for the ultimate purpose of understanding how they may be able to rearrange the store to improve the shopping experience. Their primary concern is therefore finding evidence-based recommendations to increase customer satisfaction so as to bring people into the store more often. What major category of research would this be considered to fall under?

real-world

basic research

advanced research

applied research

commercial research

You are about to start a co-op placement with an independent consumer electronics retailer to find ways to improve the experience of their customers. They ask you to design some surveys that will assess what thoughts customers have about their shopping experience in the store as it currently is for the ultimate purpose of understanding how they may be able to rearrange the store to improve the shopping experience. Their primary concern is therefore finding evidence-based recommendations to increase customer satisfaction so as to bring people into the store more often. Which of the four goals of psychology is this study ultimately designed to address?

describe

explain and understand

integrate

predict

influence or control

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psychological

environmental

biological

psychological and environmental

environmental and biological

William is interested in understanding how memory works. Specifically, he is fascinated by the fact that we seem to have so much difficulty remembering things that we intend to (e.g. material we're studying for an exam), while at other times seem unable to forget things that we have no intention of remembering and indeed may actually prefer to forget (e.g. past failures). He decides to join a lab at his University that studies memory to explore this interest. He discovers that several labs are studying memory, yet each one is approaching the topic slightly differently. One of the labs is studying memory from the *biological* level of analysis. Which of these factors would that lab be most likely to investigate, in terms of how they relate to memory?

a birth in your family

learning a second language

neurotransmitter activity

self-reported changes in mood

the role positive thinking can play in improving your memory

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genetic contributions

self-reported changes in motivation

moving to a new city

hormonal fluctuations

the neurological mechanisms that support memory

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unconscious conflicts that may be impairing memory

history of neurological problems that runs in families

the role negative thinking can play in impairing memory

neurotransmitter activity

The way that being in certain familiar places can remind you of certain memories, which may be more difficult to recall while away from those familiar places.

Answer Key

Test name: Ch1 Conceptual_Psychology Frontiers and Applications_8ce

D

Freud eventually treated his patients by using a technique called free association, in which the patient expressed any thoughts that came to mind.

A

Because many factors in real life may operate simultaneously to influence behaviour, we may fail to consider alternative explanations for why a behaviour has occurred and assume that one factor has caused it, when in fact some less obvious factor was the true cause (Elek et al., 2012; Lassiter et al., 2007).

C

Empirical

evidence is evidence gained through experience and observation, and this includes evidence from manipulating or "tinkering around" with things and then observing what happens (this is the essence of experimentation).

D

Critical thinking means evaluating the validity of something presented to you as fact (Levy, 2010; Vaughn, 2016).

C

Carmella is right, it's important to reflect on what that information means, how it fits in with your experiences, and its implications for your life and society (Franco, Butler, & Halpern, 2015). Critical thinking also means evaluating the validity of something presented to you as fact (Levy, 2010; Vaughn, 2016).

E

Once our beliefs are established, we often fail to test them further. In this vein, we tend to display a confirmation bias by selectively paying attention to information that is consistent with our beliefs and downplaying or ignoring information that is inconsistent with them (Hart et al., 2009; Mendel et al., 2011; Westerwick et al., 2017).

A

Dr. Goodall was focused on *describing* how chimps behaved.

B

Applied research is designed to solve specific practical problems.

A

Levels of analysis is a framework that examines behaviour and its causes at three levels: the biological level (e.g., brain processes, genetic influences), the psychological level (e.g., our thoughts, feelings, and motives), and the environmental level (e.g., past and current physical and social environments to which we are exposed).

A

Psychology has roots in varied disciplines as philosophy, medicine, and the biological and physical sciences. As a result, different ways of viewing people, called perspectives, became part of psychology's intellectual traditions.

D

Although Descartes placed the mind within the brain, he maintained that the mind was a spiritual, nonmaterial entity. *Dualism* implies that no amount of research on the physical body (including the brain) could ever hope to unravel the mysteries of the nonphysical mind.

E

Mind–body interactions refer to the bidirectional relationship between mental processes in the brain and the functioning of other bodily systems.

A

Although most contemporary psychological scientists reject Freud's particular version of the unconscious mind, modern psychological research has identified brain mechanisms that produce unconscious emotional reactions and has shown that many aspects of information processing occur outside of awareness (Bargh & Morsella, 2010; LaBar & LeDoux, 2006).

E

Gestalt psychology examined how the mind organizes elements of experience into a unified or "whole" perception ("Gestalt" roughly translates as "whole" or "organization"). They argued that perceptions are organized so that "the whole is greater than the sum of its parts."

B

Behaviourism, a school of thought that emphasizes environmental control of behaviour through learning, began to emerge in 1913. John B. Watson (1878-1958), a founder, said, "Give me a dozen healthy infants, well-formed, and my own specialized world to bring them up in and I'll guarantee you to take any one of them at random and train him to become any type of specialist I might select".

D

Remember that structuralists attempted to identify the basic elements of consciousness, while functionalists explored the purposes of consciousness.

A

Structuralists attempted to identify the basic elements of consciousness. In their experiments, structuralists used the method of *introspection* ("looking within") to study sensations, which they considered the basic elements of consciousness. They exposed participants to all sorts of sensory stimuli—lights, sounds, tastes—and trained them to describe their inner experiences.

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A

According to the early empiricist John Locke, at birth the human mind is a *tabula rasa*—a "blank tablet" or "slate"—upon which experiences are written. In this view, human nature is shaped purely by the environment.

A

The school of British empiricism held that all ideas and knowledge are gained empirically—that is, through the senses. According to empiricists, observation is a more valid approach to knowledge than is pure reason, because reason is fraught with the potential for error.

A

In the 1960s, behaviourism inspired powerful techniques known collectively as **behaviour modification or cognitive behaviourism**. These techniques, aimed at decreasing problem behaviours and increasing positive behaviours by manipulating environmental factors, are still used widely today (Eldevik et al., 2010; Miltenberger, 2016).

C

At the biological level of analysis, we can study behaviour and its causes in terms of brain functioning, hormones, and genetic factors shaped over the course of evolution. At the psychological level of analysis, we might look to the cognitive perspective and analyze how thought, memory, and planning influence behaviour. Borrowing from the psychodynamic and humanistic perspectives, we can examine how motives and personality traits influence behaviour. Finally, at the environmental level of analysis, the behavioural and sociocultural perspectives lead us to examine how stimuli in the physical and social environment shape our behaviour, thoughts, and feelings.

B

Self-actualization is the reaching of one's individual potential. Humanists emphasized the importance of personal choice, responsibility, personality growth, and positive feelings of self-worth. To humanists, the meaning of our existence resides squarely in our own hands.

D

Psychologists' interest in mental processes swelled by the 1960s and 1970s—a period that sometimes is referred to as the cognitive revolution.

D

Cognitive psychologists study the processes by which people reason, make decisions, solve problems, form perceptions, and produce and understand language. Many, such as Elizabeth Loftus, study memory and factors that distort it.

B

Socialization is the process by which culture is transmitted to new members and internalized by them.

A

Individualism, an emphasis on personal goals and self-identity based primarily on one's own attributes and achievements. North Americans, who tend to both more individualistic and less collectivistic than individuals in most cultures.

C

Many cultures nurture *collectivism*, in which individual goals are subordinated to those of the group and personal identity is defined largely by the ties that bind one to the extended family and other social groups.

D

Behavioural neuroscientists use positron- emission tomography (PET) scans to measure brain activity as people perform various tasks.

C

Psychologists have had a long-standing interest in behaviour genetics, the study of how behavioural tendencies are influenced by genetic factors (Jaffee, Price, & Reyes, 2013; Plomin & Haworth, 2009).

D

Psychologists have had a long-standing interest in behaviour genetics, the study of how behavioural tendencies are influenced by genetic factors (Jaffee, Price, & Reyes, 2013; Plomin & Haworth, 2009).

D

In cognitive behaviourism, learning experiences and the environment affect our behaviour by giving us the information we need to behave effectively (Bandura, 1969, 2002).

A

Through natural selection, adaptations to new environmental demands contributed to the development of the brain, just as brain growth contributed to the further development of human behaviour.

C

Evolutionary psychologists also attempt to explain human social behaviour. The notion that evolutionary pressures have stimulated the development of brain mechanisms that allow us to learn, think, reason, and socialize more effectively is generally accepted today.

C

At the *environmental level of analysis*, the behavioural and sociocultural perspectives lead us to examine how stimuli in the physical and social environment shape our behaviour, thoughts, and feelings.

D

Psychology's six major perspectives (presented in the order we discussed them) provide differing conceptions of human nature. Fortunately, we can distill their essence into the simple three-part framework: biological, psychological, and environmental levels.

C

Coming from the cognitive perspective, researchers might analyze how thought, memory, and planning influence behaviour.

C

*Industrial/organizational
psychology*

refers

to

examination of behaviour in work settings; study of factors related to employee morale and performance; development of tests to select job applicants; and development of machines and tasks to fit human capabilities.

A

Where you study can make a difference. Choose a place where you can concentrate and where there are no distracting influences. Most students can study better in a quiet library than in front of a TV or in the middle of a Student Union cafeteria.

D

A distinction is sometimes made between ***basic research***, the quest for knowledge purely for its own sake, and ***applied research***, which is designed to solve specific practical problems.

E

One of the four central goals of psychology is to influence or control behaviour through knowledge and control of its causes.

D

Behaviour and its causes can be examined at the *biological level* (e.g., brain processes, genetic influences), the *psychological level* (e.g., our thoughts, feelings, and motives), and the *environmental level* (e.g., past and current physical and social environments to which we are exposed). The environmental level is relevant for understanding how rearranging the store might change behaviour, while the psychological level is relevant for understanding how people think and feel about their shopping experience.

C

Behaviour and its causes can be examined at the *biological level* (e.g., brain processes, genetic influences). Of special interest are certain chemicals, known as *neurotransmitters*, which are involved in the transmission of nerve impulses within the brain.

B

Behaviour and its causes can be examined at the *psychological level* (e.g., our thoughts, feelings, and motives), which would include self-reported measures of internal states like motivation.

E

Behaviour and its causes can be examined at the *environmental level* (e.g., past and current physical and social environments to which we are exposed). This would include the effects being in particular locations can have on memory.