

1. The biological perspective most directly emphasizes _____, and the cognitive perspective most directly emphasizes _____.
 - A) the brain and nervous system; the environment
 - B) the brain and nervous system; mental processes
 - C) mental processes; the environment
 - D) the environment; mental processes

2. The biological perspective is to _____ as the cognitive perspective is to _____.
 - A) hardware; software
 - B) software; hardware
 - C) internal factors; external factors
 - D) external factors; internal factors

3. The behavioral perspective focuses on _____, and the sociocultural perspective focuses on _____.
 - A) both observable behavior and mental processes; both observable behavior and mental processes
 - B) both observable behavior and mental processes; observable behavior only
 - C) observable behavior only; both observable behavior and mental processes
 - D) observable behavior only; observable behavior only

4. One disadvantage of the case study method is that it _____.
 - A) is difficult to recruit a large number of participants
 - B) does not provide findings that can be generalized
 - C) is not useful for generating hypotheses
 - D) involves traveling to multiple natural settings

5. Random assignment is to _____ as random sampling is to _____.
 - A) generalize; control
 - B) control; generalize
 - C) large groups; small groups
 - D) small groups; large groups

6. Which statement about scatterplots is TRUE?
 - A) If points are scattered randomly, one variable does not predict another.
 - B) If data points fall on a line from the bottom right to the top left, there is a negative relationship.
 - C) If data points fall on a line from the bottom left to the top right, there is a positive relationship.
 - D) All the answers are correct.

7. When an experiment includes a placebo group, why should researchers use a double-blind procedure?
- A) The double-blind procedure controls for experimenter expectation.
 - B) An experimenter may treat control and treatment groups differently, thus influencing their behavior.
 - C) An experimenter may record and interpret the two groups' behaviors differently.
 - D) All the answers are correct.
8. Measures of central tendency provide information about _____, and measures of variability provide information about _____.
- A) how spread out the scores are; the typical score
 - B) the typical score; how spread out the scores are
 - C) the percentile rank of scores; whether or not the distribution is skewed
 - D) whether or not the distribution is skewed; the percentile rank of scores
9. Why does the normal distribution have a bell shape?
- A) because all scores occur with equal frequency
 - B) because low scores are more frequent than high scores
 - C) because high scores are more frequent than low scores
 - D) because scores near the mean are most frequent and extreme scores are rare
10. In a distribution of test scores, there are a few scores that are much lower than the others. This is an example of a _____-skewed distribution in which the mean is _____ than the median.
- A) right; greater
 - B) right; less
 - C) left; greater
 - D) left; less

Answer Key

1. B
2. A
3. C
4. B
5. B
6. D
7. D
8. B
9. D
10. D