Psych. 440 Chapter 1 Quiz

_____ 1. I reviewed the PowerPoint presentation for this chapter.
   A. True
   B. False

_____ 2. Cognitive Psychology is the scientific study of human mental processes including all of the
   following except:
   A. Memory
   B. Unconscious Desires
   C. Problem-solving
   D. Language
   E. Reasoning

_____ 3. Cognitive Science is an interdisciplinary approach to the study of the mind, including:
   A. Cognitive Psychology
   B. Neuroscience
   C. Artificial Intelligence
   D. All of the Above

_____ 4. In Information Processing Approach, which type of memory is thought to have unlimited
   storage capacity?
   A. Sensory Memory
   B. Short Term Memory
   C. Long Term Memory
   D. None of the above

_____ 5. __________ emphasized an empirical approach to memory.
   A. Augustine
   B. B. F. Skinner
   C. William James
   D. John Watson

_____ 6. Measuring phenomena such as reaction time is not considered an empirical measurement of
   cognition.
   A. True
   B. False