

Chapter 3: Attention and Encoding

1. The chapter describes *attention* as having two components:
 - a. Scope and closeness
 - b. Length and width
 - c. Direction and intensity
 - d. Object and affect
2. Conscious attention is not necessary for encoding of stimuli into memory.
 - a. True
 - b. False
3. Baxter arrives at a dinner party, and attendees are enjoying cocktail hour in a smaller room. According to research on social interactions, where will his focus of attention fall as he navigates the room?
 - a. Hearing buzzwords in conversations that he finds compelling
 - b. Looking at partygoers' faces
 - c. Watching the general movement of the room
 - d. All of the above
4. Which of the following neural systems are not implicated in face perception?
 - a. The fusiform face area (FFA)
 - b. The superior temporal sulcus (STS)
 - c. Medulla oblongata
 - d. All of the above
5. Research demonstrates that directed-gaze faces:
 - a. Are easier to recall
 - b. Are seen as both likable and attractive
 - c. Are more rapidly categorized by gender
 - d. All of the above
6. As Maria takes a walk in the park she sees a dog pause and stare at something behind her. She turns around to see the dog's owner approaching. Which of the following brain areas is most powerfully implicated in Maria's reflexive attention shift:
 - a. The fusiform face area (FFA)
 - b. The superior temporal sulcus (STS)
 - c. Medulla oblongata
 - d. Both A and B

7. Which of the following would be the best cue to rapidly direct someone's gaze to the left?
- An arrow pointing left
 - A person who is looking to the left
 - A finger and hand pointing left
 - Displaying the word "left"
8. As Stefan shops at the university convenience store, he hears boxes falling and turns to see a man grabbing several boxes of headphones. The man runs out within a few seconds, before anyone can stop him. Stefan has a clear image of the man in his mind. Police ask him to give a description of the man, beginning with hair, then build, then eyes, then nose, and so on. Two days later, when several suspects are lined up, Stefan has to try to identify the culprit. What is likely true of Stefan's current ability to identify the right man?
- Providing the described report to the police impaired Stefan's ability to recall the man's face, making it more difficult to identify the culprit
 - Recounting the man's features reinforced Stefan's memory of the man, making it easier to recall the man's face now
 - Stefan's ability to recall the man's face is seriously compromised given that two full days have passed and he only saw the man for a few seconds
 - Stefan's ability to identify the culprit has neither been enhanced nor impaired
9. With regard to face processing, what does the right hemisphere generally specialize in?
- Feature based processing
 - Categorization
 - Using single salient cues
 - Global, configural processing
10. How long does it take for a person to recognize a face as a face?
- 1 second
 - 100 to 200 milliseconds
 - 500 to 600 milliseconds
 - None of the above
11. Research demonstrates that _____ stands out to a perceiver among an array of faces.
- An indifferent face
 - An angry face
 - A happy face
 - Both B and C equally
12. What is the most agreed-upon pair of dimensions involved in inferring traits from faces?

- a. Happiness and anger
- b. Structure and color
- c. Trustworthiness and competence
- d. Dominance and submission

13. What are some observed behaviors of a solo?

- a. They act arrogantly
- b. They have a harder time remembering what people are saying
- c. They talk too much
- d. All of the above

14. Which of the following is true of the contextual factors contributing to social salience?

- a. Stimuli that remain still in their context are more salient
- b. Stimuli that are added to the context are more salient than those removed from the context
- c. Less novel stimuli are more salient in their given context
- d. All of the above

15. In what way do people's expectations influence their perception of certain stimuli as salient?

- a. People pay more attention to information that is neutral with regard to their expectations
- b. People pay more attention to information that is consistent with their expectations
- c. People pay more attention to information that is inconsistent with their expectations
- d. None of the above

16. Which of the following is NOT an established effect of social salience?

- a. Enhancement of memory
- b. Exaggeration of evaluations
- c. Organization of impressions
- d. Causal attributions

17. Mr. Wilson enters the 9th grade classroom on the first day of school to teach geometry. After an introductory exercise, he is pleased to find that this group of students is engaged and well behaved. He poses a rhetorical question to the class, to which Sam who sits at the front of the classroom responds rudely. What is likely true of Mr. Wilson's evaluation of Sam?

- a. It is particularly negative because Sam is behaving disruptively in a class full of behaved students
- b. It is only mildly negative given that Sam's disruptive behavior is outweighed by the overall class's positive behavior
- c. It is neutral given that Mr. Wilson likes to focus on behaved students
- d. Since Sam's position in the class is easy to overlook, Mr. Wilson puts Sam out of his mind

18. _____ refers to recently and frequently activated ideas coming to mind more easily than ideas that have not been activated.
- Salience
 - Experimental demand
 - Similarity testing
 - Accessibility
19. One individual angry at another is more likely to harm that person when a weapon is on a nearby table. What mechanism explains this phenomenon?
- Contrast effects
 - Chronicity
 - Priming
 - Meta-cognition
20. Xiao is consciously primed with terms related to "fitness." When he encounters a subsequent stimulus, he:
- Can only contrast the stimulus from the accessible category "fitness"
 - Can only assimilate the stimulus to the accessible category "fitness"
 - Can contrast or assimilate the stimulus to the accessible category "fitness"
 - Can neither contrast nor assimilate the stimulus to the accessible category "fitness"
21. Of the following options, which would have the biggest priming effect?
- Jennifer is primed with words related to intelligence. After 5 minutes, she reads about Isaac Newton, a notable scientist. She is asked to rate Isaac Newton on certain dimensions 6 hours later.
 - Jennifer is primed with words related to intelligence. After 5 minutes, she reads about Isaac Newton, a notable scientist. After another 5 minutes, she is asked to rate Isaac Newton on certain dimensions.
 - Jennifer reads about Isaac Newton, a notable scientist. After 5 minutes, she is primed with words related to intelligence. Six hours later, she is asked to rate Isaac Newton on certain dimensions.
 - Jennifer is primed with words related to intelligence. After 6 hours, she reads about Isaac Newton, a notable scientist. Five minutes later, she is asked to rate Isaac Newton on certain dimensions.
22. Frequently primed categories predominate in the _____; recently primed categories predominate in the _____; and chronically primed categories predominate in the _____.
- Short-term, short-term, long-term
 - Long-term, short-term, long-term
 - Short-term, long-term, long-term
 - Long term, long-term, short-term
23. Which of the following has been shown to contribute to contrast effects?

- a. Consciousness of the prime
- b. Goals of the perceiver
- c. Stimulus ambiguity
- d. All of the above

24. The perspective of direct perception – that much of people’s important activity in social understanding occurs immediately during perception – is primarily inspired by the work of which scholar?

- a. John A. Bargh
- b. Jerome Bruner
- c. Alexander Todorov
- d. J.J. Gibson

25. Stephanie wakes up at midnight in her dorm room hearing one of her neighbors laughing loudly while the other is murmuring inaudibly. They repeat that cycle over and over. She assumes that one is relating a funny story, causing the other to laugh, so she knocks on their door to ask them to quiet down. It turns out that one of the roommates was laughing at a show she was watching with her headphones in her ears while the other was trying to tell her to quiet down. What phenomenon explains Stephanie's misinterpretation of what was going on?

- a. Stephanie was using finer perceptual units than needed, resulting in her faulty causal judgments
- b. Stephanie was unable to break the behavior stream into meaningful units, resulting in her faulty causal judgments
- c. Stephanie's way of segmenting the perceptual field of behavior sequences resulted in her faulty causal judgments
- d. All of the above

26. When people use finer perceptual units when encountering a person, research demonstrates that they:

- a. Gain more information about the person
- b. Have better memory for the person observed
- c. Have increased liking for the person
- d. All of the above

27. Which of the following best describes common arguments against pitting ecological and cognitive approaches directly against each other?

- a. Lack of empirical support for either approach
- b. Inability to falsify both meta-theories
- c. Difficulty distinguishing between perception and cognition in practice
- d. Both B and C

28. What are affordances according to the Gibsonian view?

- a. The amount of cognitive resources one can dedicate to interpreting an event
- b. The perceived action possibilities for a specific perceiver in a specific setting
- c. The level of inaccuracy in a perceiver's interpretation of an event
- d. None of the above