

piece of paper and then leaves you are able to voluntarily refocus your attention on your teacher. Focusing on your teacher's words may cause you to miss less important information, such as the person next to you stretching his or her arms. The fact that you missed this activity is due to **inattention blindness**, *the inability to see objects due to distraction*. Our brains cannot possibly focus our attention on everything all at once, so they select what to focus on and what to ignore. While listening intently to your teacher continuing the lecture, you are also writing down the information that is being presented. **Multitasking** is *the ability to focus your attention on two distinctly different tasks*. However, the ability to multitask is limited, and if we are asked to focus on too many different tasks, performance will likely suffer. Another concept that involves attention is known as the **cocktail party effect (selective attention)**, *the ability to focus on one task while simultaneously focusing on another*. For example, if you are having a conversation with one person and you hear your name being mentioned by another person in a conversation in a different part of the room, you are able to process that information as well as continue your current conversation.

Multiple-Choice Questions

1. Sensation refers to the
 - (A) detection of stimulus energy from the environment
 - (B) conversion of stimulus energy into neural code
 - (C) organization and interpretation of stimulus energy
 - (D) adaptation to an unchanging stimulus, resulting in diminished sensitivity
 - (E) relaying of information that occurs in the brain
2. When Sue first went outside she found the cold unbearable. She complained how cold it was, but after a while the temperature did not seem to bother her. Which sensational process allowed Sue to tolerate the cold?
 - (A) Transduction
 - (B) Selective attention
 - (C) Sensory adaptation
 - (D) Accommodation
 - (E) Perceptual set
3. The height of a sound wave determines the
 - (A) pitch
 - (B) frequency
 - (C) timbre
 - (D) loudness
 - (E) transduction

4. _____ are the receptor cells for audition and _____ are the receptor cells for vision.
- (A) Olfactory cells; rods and cones
 - (B) Taste buds; rods and cones
 - (C) Rods and cones; hair cells
 - (D) Hair cells; rods and cones
 - (E) Proprioceptors; rods and cones
5. The optic chiasm is
- (A) responsible for color vision
 - (B) where the optic nerve leaves the eye, creating a blind spot
 - (C) where the optic nerves cross over to report information to opposite sides of the brain
 - (D) where information from rods and cones is passed to the ganglion cells
 - (E) responsible for detecting fine details
6. All sensory information is sent to the thalamus EXCEPT
- (A) taste
 - (B) vision
 - (C) audition
 - (D) touch
 - (E) smell
7. John complains that when he gets out of bed that he feels dizzy. He also says his ears hurt. Why is John commenting that his ears hurt?
- (A) The inner ear, specifically the semicircular canals and vestibular sacs, provide information for the vestibular sense, which monitors balance.
 - (B) The inner ear, specifically the hammer, anvil, and stirrup, provide information for the vestibular sense, which monitors balance.
 - (C) The middle ear, specifically the semicircular canals and vestibular sacs, provide information to the vestibular sense, which monitors balance.
 - (D) The outer ear, specifically the semicircular canals and vestibular sacs, provide information to the kinesthetic sense, which monitors balance.
 - (E) The middle ear, specifically the semicircular canals and vestibular sacs, provide information to the kinesthetic sense, which monitors balance.
8. According to the Gestalt principle of proximity,
- (A) objects that display the same features are grouped together
 - (B) objects that are close together are interpreted as belonging together
 - (C) monocular cues allow the size of an object to remain constant
 - (D) binocular cues allow the color of an object to remain constant
 - (E) objects that are farther away look as if they are moving more slowly than do closer objects

9. Study subjects were placed in darkened room and told to focus on a single stationary point of light on the wall. After a few minutes subjects reported that the point of light was moving. This apparent movement is known as
- (A) the phi phenomenon
 - (B) the Gestalt law of proximity
 - (C) stroboscopic motion
 - (D) the autokinetic effect
 - (E) perceptual constancy
10. Devin understands that when a door is opening it does not lose its original shape. This is known as
- (A) perceptual ability
 - (B) inattentional blindness
 - (C) shape constancy
 - (D) shape proximity
 - (E) shape closure
11. Armando was tearing up old papers when he realized that he had accidentally torn up the homework that was due the next day. Because Armando knew what his homework was he was able to put the pieces back together with relative ease. Armando used which organizational strategy to reconstruct his homework?
- (A) Bottom-up processing
 - (B) Top-down processing
 - (C) Similarity processing
 - (D) Perceptual blindness
 - (E) The cocktail-party effect
12. Which of the following would be most difficult for a person who only had one eye?
- (A) Inserting a toothpick into a horizontal straw
 - (B) Watching a movie at a theatre
 - (C) Correctly identifying the color of a car
 - (D) Organizing objects into similar patterns or colors
 - (E) Understanding that a line continues despite a break in it
13. David was watching his favorite television program. While focusing on the television show, David did not notice his little sister, Karen, walk right past him holding his favorite guitar. David's failure to notice this is due to which psychological phenomenon?
- (A) perceptual set
 - (B) perceptual processing
 - (C) inattentional blindness
 - (D) figure ground
 - (E) convergence
14. Laticia is listening to her teacher conduct a lesson on the parts and functions of the brain. Laticia can distinguish her teacher from the board because of which Gestalt principle?
- (A) Proximity
 - (B) Closure
 - (C) Similarity
 - (D) Continuity
 - (E) Figure-ground

15. Awareness, integration, and organization of information into meaningful information is known as
- (A) sensation
 - (B) perception
 - (C) illusions
 - (D) false perception
 - (E) convergence

Free-Response Questions

1. Marcus is attending his school's winter pep rally. As he looks around, he notices that all the students are sitting by grade level and all are wearing their class colors. He is also aware of the music being played on the sound system, as well as the cheers from the crowd and the cheerleaders spelling out the school letters. Define each of the following and explain how each contributes to what Marcus is experiencing.
- ☐ Proximity
 - ☐ Closure
 - ☐ Similarity
 - ☐ Figure-ground
 - ☐ Selective attention
2. As Jimmy sits in class, his teacher is lecturing about the history of psychology. Explain how each of the following factors could affect Jimmy's process of sensation. Simply stated definitions will not be scored.
- ☐ sensory adaptation
 - ☐ sensitivity
 - ☐ response criterion
 - ☐ absolute threshold
 - ☐ Weber's law