1. b. complexity
   Feedback: The complexity of light is related to our perception of saturation.

2. a. a secondary punisher.
   Feedback: This is an example of a learned or secondary punisher, a low grade, being used to eliminate an undesired behavior, turning in inadequate work.

3. a. looks at how neurons code color information.
   Feedback: The opponent process theory describes the second stage of color processing, which occurs in ganglion cells in the retina and neurons in the thalamus and visual cortex.

4. a. within a short time the prisoners became distressed and panicky, developing emotional symptoms and physical ailments.
   Feedback: In the Stanford prison study, students-prisoners quickly became distressed and the study had to be ended more quickly than planned.

5. c. Gush about every tiny step in the right direction to keep him enthusiastic.
   Feedback: Responding with high praise to every tiny step may cause praise to lose its value or seem insincere.

6. d. avoid adopting the behaviors of the culture because it will seem insincere.
   Feedback: When traveling in another country, it is important to understand and follow their cultural norms, even if it makes you uncomfortable. It is also important to avoid stereotyping.

7. c. The kids who did not or would not receive any reward
   Feedback: Preschooler Marker study of extrinsic vs. intrinsic rewards
8. **b. parapsychology.**
   **Feedback:**
   Researchers in the field of parapsychology study psychic phenomena, such as ESP.

9. **d. behaving superstitiously.**
   **Feedback:**
   Intermittent reinforcement can result in superstitious behavior such as in this example.

10. **b. are inherently related to the activity being reinforced.**
    **Feedback:**
    Intrinsic reinforcers are reinforcers that are inherently related to the activity being reinforced, such as the satisfaction one feels after completing a difficult task.

11. **c. all human beings and all cultures contain the potential for good and for evil.**
    **Feedback:**
    Social and cultural psychologists believe that all cultures contain the potential for good and for evil. Violence results from the normal processes such as ethnocentrism, prejudice, deindividuation, and stereotyping and is more likely to occur when government is weak.

12. **d. béarnaise sauce**
    **Feedback:**
    Béarnaise sauce became a conditioned stimulus for nausea.

13. **d. stimulus generalization**
    **Feedback:**
    This is an example of generalization. A person afraid of a snake responds to a rope, similar in appearance to a snake, in the same way he or she responds to the snake.

14. **d. often are not accurate measures of prejudice.**
    **Feedback:**
    It is very difficult to accurately define and measure prejudice.
15. c. aquarium light
   *Feedback:*  
   In this example, the light is an initially neutral stimulus that begins to cause the fish to swim to the surface. It has become a conditioned stimulus.

16. c. retinal disparity
   *Feedback:*  
   Retinal disparity and convergence are two binocular cues to depth, that is, two eyes are required to use these cues.

17. d. interdependence in reaching mutual goals reduces us-them hostility.
   *Feedback:*  
   Hostility between groups, such as results from ethnocentrism and stereotypes, can be reduced when two groups must work together to reach mutual goals.

18. a. conform to the situation's specific norms and say, "Let's party!"
   *Feedback:*  
   Studies of deindividuation show that a person is more likely to conform his or her behavior to the norms of the specific situation.

19. c. students are dependent upon each other to learn all parts of a lesson
   *Feedback: Elliot Aronson’s Jigsaw method*

20. b. increase self-esteem.
   *Feedback:*  
   One result of prejudice is that it increases self-esteem in the prejudiced person because he sees himself as better than others. This is a psychological factor that helps to explain prejudice.

21. a. precede the unconditioned stimulus.
   *Feedback:*  
   Classical conditioning is most likely to occur quickly and efficiently when the unconditioned stimulus precedes the conditioned stimulus.
22. a. linear perspective.
   Feedback:
   This is an example of linear perspective.

23. d. the relationship between media violence and aggressive behavior is complex and may work both ways.
   Feedback:
   There is a complex interaction between watching media violence and engaging in aggressive behavior. Watching violent shows may increase aggression, but aggressive individuals also may choose to watch more violent shows.

24. c. higher-order conditioning.
   Feedback:
   This is a procedure using higher-order conditioning to establish an emotional response to a word.

25. a. do seem to perceive a difference between the shallow side and the deep side.
   Feedback:
   Babies can perceive depth in the visual cliff at least as early as 2 months, as indicated by the fact that their heart rate decreases when on the deep side, but not on the shallow side.

26. c. negative reinforcement
   Feedback:
   This is an example of negative reinforcement. The desired behavior, cleaning your room, resulted in the termination of an aversive event, nagging.

27. c. saturation.
   Feedback:
   The complexity of light is related to our perception of saturation.

28. a. ethnic identity.
   Feedback:
   A person’s ethnic identity results from his or her membership in particular groups, such as gender, religious, or ethnic groups.
29. a. convergence.
   Feedback:
   This is a description of convergence.

30. b. Perception
   Feedback:
   This is the definition of perception.

31. a. Food
   Feedback:
   The unconditioned, or unlearned, stimulus was the food which automatically caused salivation, an innate reflex.

32. d. two-thirds
   Feedback:
   About two-thirds of the participants gave the highest level of shock, 450 volts.

33. c. rules that regulate human life
   Feedback:
   Norms are defined as rules about how we are supposed to act.

34. a. lightly stroking the hair on the top of her head.
   Feedback:
   Lightly stroking her hair is a primary, or unlearned, reinforcement.

35. a. The children who had seen the film behaved more aggressively with toys and sometimes showed almost exact imitations of Rocky.
   Feedback:
   In this study, observational learning was demonstrated when children imitated Rocky's behavior.

36. d. humans can see a candle flame on a clear, dark night from 30 miles away.
   Feedback:
   Humans can see a candle flame on a clear night from 30 miles away, but the other choices are not true.
37. d. conditioned response.
   Feedback:
   Salivation in response to an initially neutral stimulus is a conditioned response.

38. d. retina of the eye.
   Feedback:
   The trichromatic theory applies to the first level of processing in the retina which involves three different types of cones, each sensitive to a different range of wavelengths.

39. b. Psychophysics
   Feedback:
   This is a definition of psychophysics.

40. b. negative punishment.
   Feedback:
   This is an example of negative punishment, the removal of a positive event, time with friends, contingent upon the occurrence of a particular behavior, studying.

41. d. anecdotal accounts.
   Feedback:
   Most of the so-called evidence supporting ESP comes from anecdotal accounts.

42. a. The punishers chosen are usually too mild to be effective.
   Feedback:
   Punishers that are too harsh, but not too mild, may be a reason that punishment is often ineffective.

43. b. less than one day
   Feedback: A class divided, How long if the teacher had to treat the children differently before they treated each other differently?
44. d. positive punisher; negative punisher
   Feedback:
   Washing the car is a positive punisher, the occurrence of an aversive event, and loss of driving privileges is a negative punisher, the removal of a positive event.

45. d. overestimate personality traits and underestimate the influence of the situation.
   Feedback:
   It is common to underestimate the role of the situation and overestimate the role of traits or personality factors in judging other people's behavior. This is called the fundamental attribution error.

46. b. ethnocentrism.
   Feedback:
   Ethnocentrism is the belief that one's own ethnic group is superior to all others.

47. d. the participant-guards had been provided with some scripted information about how guards are supposed to behave.
   Feedback:
   It was thought that prisoners and guards acted the way they did because of expectations learned from television and movies.

48. c. rods are more sensitive to light than cones.
   Feedback:
   Rods are not sensitive to color, are more numerous than cones, are more sensitive to light than cones, and are located in the periphery of the retina.

49. d. critical periods
   Feedback:
   This research study demonstrated that there was a critical period in visual development during which visual experience was necessary. If a kitten was deprived of visual experience, or a certain type of visual experience, during the critical period, long-lasting or permanent visual deficits might occur.

50. b. rules or norms
   Feedback:
   Culture includes shared norms, values, and beliefs that are taught to each successive generation.