

A、選擇題（共 30 分，每題 3 分）

1. Mary has just won the lottery, and she explains her great good fortune because she wore her lucky shoes the day she bought that lottery ticket. This cannot be a scientific explanation because
 - a. this is only a correlation.
 - b. there isn't a control group
 - c. there is no operational definition.
 - d. it is not testable.

2. In an experimental study, the factor that the experimenter manipulates is the _____ variable, while the subjects' response that the experimenter measures is the _____ variable.
 - a. dependent; independent
 - b. independent; dependent
 - c. control; confounding
 - d. confounding; control

3. High spatial frequencies involve _____ lines, with _____ lines per unit of distance.
 - a. thin; few
 - b. thick; few
 - c. thin; many
 - d. thick; many

4. Regarding the global vs. local feature processing, which of the following statement is true?
 - a. People have some control over whether they consider global or local features first.
 - b. Local information is always considered prior to global information.
 - c. Global information about a scene is necessary to construct a perception.
 - d. Global information is always considered prior to local information.

5. In Sperling's partial report procedure, delaying the cue that identifies which row of letters to report for 600 milliseconds makes whole report performance _____ partial report performance.
 - a. more accurate than
 - b. better than
 - c. worse than
 - d. equal to

6. Which of the following is NOT true according to the levels of processing principle?
 - a. Words that are judged on whether they fit in a sentence are recalled better than words that are judged on their pronunciation.
 - b. Words are recognized better than they are recalled.

- c. Words that are encoded in terms of a set of organized categories are recalled better in a free recall task than words that are presented in a random order.
- d. When the recall task uses rhymes as cues, words that are encoded in terms of rhymes are recalled better than words that are encoded in terms of meaning

7. Mary is unhappy because she has just broken up with her boyfriend. She tries to cheer herself up by recalling happy things, but can only seem to recall other sad experiences in her life. This is

- a. state dependent effects.
- b. context effects.
- c. level of processing effects.
- d. none of the above

8. What is the major difference between hill climbing and means-end analysis problem-solving strategies?

- a. means-end analysis always succeeds in solving the problem.
- b. hill-climbing always succeeds in solving the problem.
- c. means-end analysis requires planning beyond a single move.
- d. hill-climbing is a better strategy.

9. Which of the following can not explained by the expected utility theory?

- a. gambler's fallacy
- b. transitivity
- c. certainty effects
- d. elimination by aspects

10. Consider the following argument:

All university professors are tigers.

Mary is a university professor.

Therefore, Mary is a tiger.

This statement is both _____ and _____.

- a. valid; true
- b. invalid; untrue
- c. invalid; true
- d. valid; untrue

B、簡答題：說明下列每對概念之間的主要差異（共 20 分，每題 5 分）

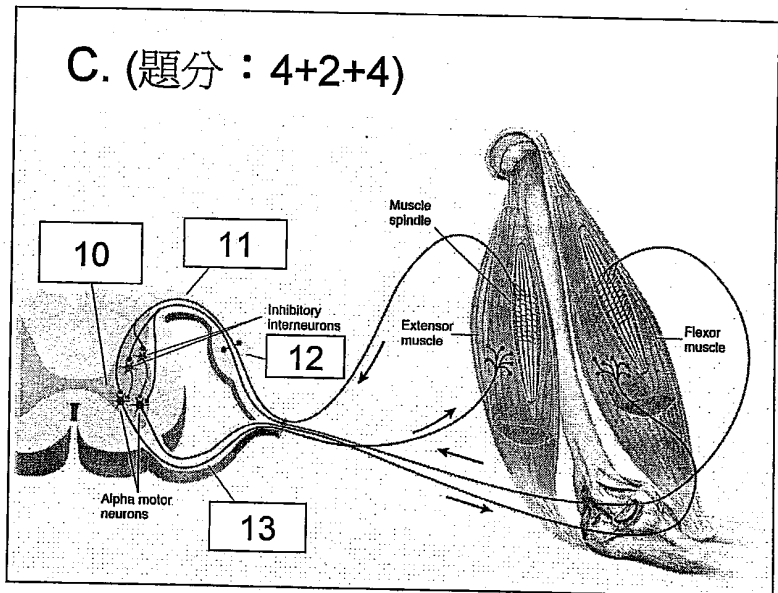
- 11. *implicit vs. explicit* memory
- 12. *bottleneck vs. capacity* theories of attention
- 13. *analog vs. propositional* representation
- 14. *structural description vs. template* theories of object recognition

C. 看圖說明題(共 50 分)

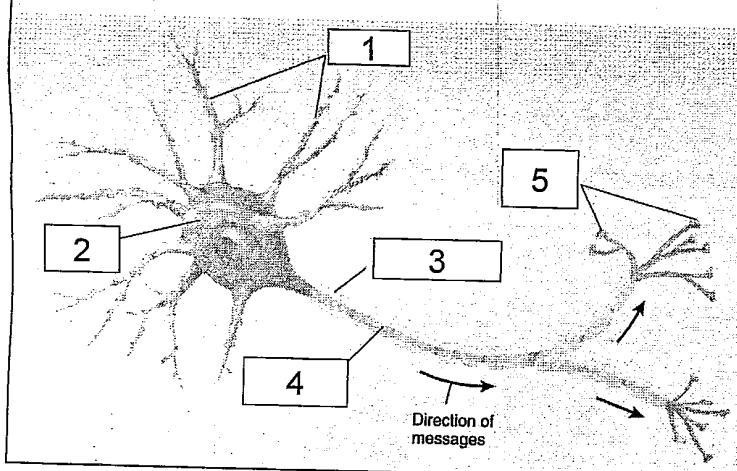
答題說明：

1. 這裡有五大題(A~E)，每題十分，請依序作答；未依序作答，該大題以零分計算。
2. 共有17個專有名詞，每個一分，可用中文或英文回答。
3. 每大題回答專有名詞之後，請接著為該圖撰寫標題，最後為該圖撰寫內容說明。
4. 題分分配：

專有名詞+標題(二分)+內容說明(如每大題編號後所示)。



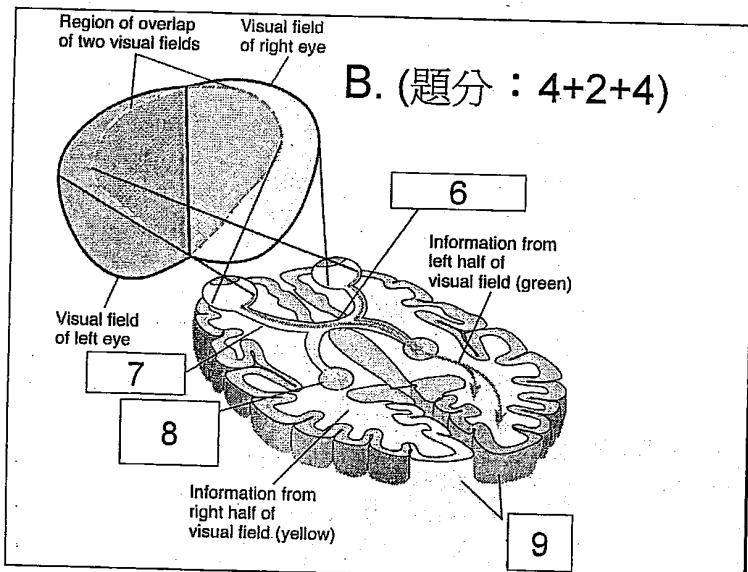
A. (題分：5+2+3)



D. 請根據這張圖寫一個標題，並以此圖介紹神經心理學及情緒的研究歷史。
(題分：10)



B. (題分：4+2+4)



E. (題分：4+2+4)

