1. To be effective in promoting observational learning, models should be:
   A) successful.       D) consistent in their actions and words.
   B) respected and admired.  E) any of the above.
   C) perceived as similar to the observers.

2. Laurie's thumbsucking has become habitual because she begins to feel less anxious whenever she sucks her thumb. This best illustrates the process of:

3. Who would be most likely to emphasize the importance of observational learning?
   A) Skinner  B) Bandura  C) Pavlov  D) Watson

4. An animal trainer is teaching a miniature poodle to balance on a ball. Initially, he gives the poodle a treat for approaching the ball, then only for placing its front paws on the ball, and finally only for climbing on the ball. The trainer is using the method of:

5. When a conditioned stimulus is presented without an accompanying unconditioned stimulus, ________ will soon take place.
   A) generalization  B) spontaneous recovery  C) aversion  D) extinction  E) discrimination

6. Dan and Joel, both 4-year-olds, have been watching reruns of "Superman" on television. Joel's mother recently found the boys standing on the garage roof, ready to try flying. What best accounts for the boys' behavior?
   A) classical conditioning  B) delayed reinforcement  C) shaping  D) observational learning  E) immediate reinforcement

7. In Pavlov's original experiment with dogs, salivation to meat was the:
   A) CR.  B) UCS.  C) UCR.  D) CS.

8. You would be most likely to use operant conditioning to teach a dog to:
   A) retrieve sticks and balls.  C) wag its tail whenever it is emotionally excited.  
   B) fear cars in the street.  D) dislike the taste of dead birds.

9. Experiments have shown that children who are promised a payoff for playing with an interesting toy subsequently lose interest in the toy. These experiments provide an example of:
   A) respondent behavior.  B) the overjustification effect.  C) spontaneous recovery.
   D) negative reinforcement.  E) observational learning.

10. The predictability rather than the frequency of CS-UCS associations appears to be crucial for classical conditioning. This highlights the importance of ________ in conditioning.
    A) discrimination  B) generalization  C) intermittent reinforcement  D) shaping  E) cognitive processes

11. Paul and Michael sell magazine subscriptions by telephone. Paul is paid $1.00 for every 5 calls he makes, while Michael is paid 1 dollar for every subscription he sells, regardless of the number of calls he makes. Paul's telephoning is reinforced on a ________ schedule, whereas Michael's is reinforced on a ________ schedule.
    A) variable-ratio; fixed-ratio  B) fixed-interval; variable-ratio  C) fixed-ratio; variable-ratio
    D) fixed-ratio; variable-interval

12. A person adhering to the cognitive perspective would be likely to emphasize that classical conditioning depends on:
    A) an organism's expectation that a UCS will follow a CS.
    B) the amount of time between the presentation of the CS and the UCS.
    C) how frequently an organism is exposed to an association of a CS and a UCS.
    D) an organism's active behavioral responses to environmental stimulation.
13. Mr. Schneider frequently tells his children that it is important to wash their hands before meals, but he rarely does so himself. Experiments suggest that his children will learn to:
   A) preach the virtues of cleanliness but not practice cleanliness.
   B) neither practice nor preach the virtues of cleanliness.
   C) practice cleanliness but not preach its virtues.
   D) practice and preach the virtues of cleanliness.

14. Mrs. Ramirez often tells her children that it is important to buckle their seat belts while riding in the car, but she rarely does so herself. Her children will probably learn to:
   A) tell others it is important to use seat belts but rarely use them themselves.
   B) use their seat belts and tell others it is important to do so.
   C) neither tell others that seat belts are important nor use them.
   D) use their seat belts but not tell others it is important to do so.

15. Which of the following is the best example of a conditioned reinforcer?
   A) termination of shock after removing one's finger from a live electric wire
   B) a spanking for eating cookies before dinner
   C) applause for an excellent piano recital
   D) a cold root beer for mowing the lawn on a hot day

16. In Pavlov's experiments, the dog's salivation triggered by the sound of the tone was a(n):

17. The taste of food and the termination of painful electric shock are both _______ reinforcers.
   A) negative  B) conditioned  C) primary  D) positive

18. Because Mr. Baron demonstrates appreciation only for classroom performance that is flawless, his students have become poor and unmotivated learners. Mr. Baron most clearly needs to be informed of the value of:

19. Which of the following is an unconditioned response?
   A) running through a maze to get a food reward
   B) clapping after a thrilling concert performance
   C) sweating in hot weather
   D) playing jump rope

20. On-line testing systems and interactive software are applications of the operant conditioning principles of:
   A) continuous reinforcement and punishment.  B) immediate reinforcement and punishment.
   C) shaping and primary reinforcement.  D) shaping and immediate reinforcement.

21. The highest rates of operant responding are associated with the _______ schedule of reinforcement.
   A) variable-ratio  B) variable-interval  C) fixed-interval  D) fixed-ratio

22. Children of abusive parents often learn to be aggressive by imitating their parents. This illustrates the importance of:
   A) observational learning.  D) spontaneous recovery.
   B) respondent behavior.  E) delayed reinforcement.
   C) shaping.

23. In Aldous Huxley's *Brave New World*, infants develop a fear of books after books are repeatedly presented with a loud noise. In this fictional example, the loud noise is a(n):

24. Last year, Dr. Frautschi cleaned Nancy's skin with rubbing alcohol prior to administering each of a series of painful rabies vaccination shots. Which of the following processes accounts for the fact that Nancy currently becomes fearful every time she smells rubbing alcohol?
   A) classical conditioning  D) operant conditioning
   B) latent learning  E) the overjustification effect
   C) observational learning
25. Jacqueline is sexually aroused by the sight of her handsome boyfriend but not by the sight of her equally handsome brother. This best illustrates the value of:

26. After learning to fear a white rat, Little Albert responded with fear to the sight of a rabbit. This best illustrates the process of:

27. In a well-known experiment, nursery school children pounded and kicked a large inflated Bobo doll that an adult had just beaten on. This experiment served to illustrate the importance of:
   A) respondent behavior.  B) observational learning.  C) spontaneous recovery.
   D) operant conditioning.  E) negative reinforcement.

28. Nikki has learned to expect the sound of thunder whenever she sees a flash of lightning. This suggests that associative learning involves:
   A) cognitive processes.  B) shaping.  C) spontaneous recovery.
   D) the overjustification effect.  E) continuous reinforcement.

29. Extinction occurs when a ________ is no longer paired with a ________.
   A) UCS; CR  B) UCS; UCR  C) CS; UCR  D) CS; UCS  E) UCR; CR

30. Rhesus macaque monkeys are more likely to reconcile after a fight if they grow up with forgiving older stumptail macaque monkeys. This best illustrates the impact of:
   A) observational learning.  B) immediate reinforcement.  C) spontaneous recovery.
   D) shaping.  E) respondent behavior.

31. Although Mr. Wright often tells his children about the importance of donating time and money to charitable causes, he rarely does so himself. He believes that this hypocrisy will not rub off on his children, however, as long as he has plausible excuses for his lack of charity. Use your understanding of learning processes to explain how Mr. Wright's children are likely to be affected by their father's behavior. What advice would you give to Mr. Wright?

32. During extinction, the ________ is omitted; as a result, the ________ seems to disappear.
   A) UCS; UCR  B) UCS; CR  C) CS; UCR  D) CS; UCS  E) UCR; CR

33. Learning is best defined as:
   A) a relatively permanent change in the behavior of an organism due to experience.
   B) any behavior emitted by an organism without being elicited.
   C) behavior based on operant rather than respondent conditioning.
   D) a change in the behavior of an organism.

34. Jeremy wears his baseball cap backward because he noticed his older brother does so. This illustrates the importance of:
   A) immediate reinforcement.  B) respondent behavior.  C) modeling.
   D) shaping.  E) spontaneous recovery.

35. The fact that learning can occur without reinforcement is most clearly demonstrated by studies of:
   A) computer-assisted instruction.  B) spontaneous recovery.  C) shaping.  D) latent learning.

36. Smoking, excessive drinking, and drug abuse demonstrate our greater responsiveness to ________ reinforcement than to ________ reinforcement.
   A) immediate; delayed  B) primary; secondary  C) negative; positive  D) partial; continuous
37. John B. Watson would have expressed the greatest disapproval of attempts to scientifically study whether:
   A) academic achievement is influenced by a positive self-concept.
   B) aggressive behavior is influenced by threats of punishment.
   C) consumer buying habits are influenced by newspaper advertisements.
   D) worker productivity is influenced by hourly wage rates.

38. Resistance to extinction is most strongly encouraged by ________ reinforcement.
   A) negative  B) delayed  C) intermittent  D) conditioned

39. John B. Watson considered himself to be a(n):
   A) operant conditioner.  D) behaviorist.
   B) physiological psychologist.  E) cognitive psychologist.
   C) psychoanalyst.

40. After watching coverage of the Olympics on television recently, Lynn and Susan have been staging their own "summer games." Which of the following best accounts for their behavior?
   A) shaping  B) observational learning  C) discrimination  D) classical conditioning  E) latent learning

41. Learning by imitating others' behaviors is called ________ learning. The researcher best known for studying this type of learning is ________.
   A) secondary; Skinner  B) secondary; Pavlov  C) observational; Watson  D) observational; Bandura

42. Our ability to learn by witnessing and imitating the behavior of others best illustrates:
   A) observational learning.  B) prosocial behavior.  C) operant conditioning.  D) respondent behavior.

43. Toddlers taught to fear speeding cars may also begin to fear speeding trucks and motorcycles. This best illustrates:

44. Receiving delicious food is to escaping electric shock as ________ is to ________.
   A) reinforcement; punishment  D) positive reinforcer; negative reinforcer
   B) partial reinforcement; continuous reinforcement  E) primary reinforcer; secondary reinforcer
   C) immediate reinforcer; delayed reinforcer

45. Skinner is to shaping as Bandura is to:

46. According to the text, learning:
   A) always produces an improvement in behavior.  C) enables us to adapt to our environment.
   B) does not occur in simple animals.  D) requires the ability to think abstractly.

47. Myron quit gambling after he lost over a thousand dollars betting on horse races. This best illustrates the effects of:
   A) punishment.  D) intermittent reinforcement.
   B) secondary reinforcers.  E) negative reinforcers.
   C) primary reinforcers.

48. Watching the night sky for shooting stars is likely to be reinforced on a ________ schedule.
   A) fixed-ratio  B) fixed-interval  C) variable-ratio  D) variable-interval

49. Which of the following would be most likely to result in the overjustification effect?
   A) The manager of a shoe store decides to give a bonus to the employee who sells the most shoes each week.
   B) Kim's mother decides to reward her daughter's enjoyment of karate by paying her 75 cents for each hour that she practices.
   C) Greg's father "pays" himself 2 dollars a day for not smoking.
   D) After her soccer team's poor performance, the coach scolds the players.
   E) Each day that her son fails to clean his room, Mrs. Shih adds an additional chore he must complete.

50. If a bell causes a dog to salivate because it has regularly been associated with the presentation of food, the bell is called a(n):
1. E any of the above.
   Section: Study Guide
   Level: (None)
   Origin: TB1 Module 22...12

2. A operant conditioning.
   Section: Operant conditioning
   Level: Difficult
   Origin: TB1 Module 21...2

3. B Bandura
   Section: Bandura's experiments
   Level: Easy
   Origin: TB1 Module 22...4

4. E successive approximations.
   Section: Shaping
   Level: Medium
   Origin: TB1 Module 21...8

5. D extinction
   Section: Study Guide
   Level: (None)
   Origin: TB1 Module 20...50

6. D observational learning
   Section: Applications of observational learning
   Level: Medium
   Origin: TB1 Module 22...7

7. C UCR.
   Section: Study Guide
   Level: (None)
   Origin: TB1 Module 20...26

8. A retrieve sticks and balls.
   Section: Shaping
   Level: Medium
   Origin: TB1 Module 21...7

9. B the overjustification effect.
   Section: Updating Skinner's...overjustification
   Level: Easy
   Origin: TB1 Module 21...49

10. E cognitive processes
    Section: Updating Pavlov's...cognitive
    Level: Medium
    Origin: TB1 Module 20...27

11. C fixed-ratio; variable-ratio
    Section: Reinforcement schedules
    Level: Difficult
    Origin: TB1 Module 21...28

12. A an organism's expectation that a UCS will follow a CS.
    Section: Updating Pavlov's...cognitive
    Level: Difficult
    Origin: TB1 Module 20...29

13. A preach the virtues of cleanliness but not practice cleanliness.
    Section: Applications of observational learning
    Level: Difficult
    Origin: TB1 Module 22...9

14. A tell others it is important to use seat belts but rarely use them themselves.
    Section: Study Guide
    Level: (None)
    Origin: TB1 Module 22...13

15. C applause for an excellent piano recital
    Section: Primary and conditioned reinforcers
    Level: Medium
    Origin: TB1 Module 21...18

    Section: Pavlov's experiments
    Level: Easy
    Origin: TB1 Module 20...9

17. C primary
    Section: Primary and conditioned reinforcers
    Level: Medium
    Origin: TB1 Module 21...16

18. E shaping.
    Section: Shaping
    Level: Medium
    Origin: TB1 Module 21...10

19. A running through a maze to get a food reward
    Section: Pavlov's experiments
    Level: Difficult
    Origin: TB1 Module 20...5

20. D shaping and immediate reinforcement.
    Section: Study Guide
    Level: (None)
    Origin: TB1 Module 21...81

21. D fixed-ratio
    Section: Reinforcement schedules (Figure)
    Level: Difficult
    Origin: TB1 Module 21...35

    Section: Applications of observational learning
    Level: Easy
    Origin: TB1 Module 22...8

    Section: Pavlov's experiments
    Level: Medium
    Origin: TB1 Module 20...7

24. A classical conditioning
    Section: Pavlov's experiments
    Level: Medium
    Origin: TB1 Module 20...3

    Section: Classical conditioning: discrimination
    Level: Difficult
    Origin: TB1 Module 20...26

    Section: Applications of classical conditioning
    Level: Medium
    Origin: TB1 Module 20...41

27. B observational learning.
    Section: Bandura's experiments
    Level: Easy
    Origin: TB1 Module 22...6

    Section: Updating Pavlov's...cognitive
    Level: Medium
    Origin: TB1 Module 20...28

29. D CS; UCS
    Section: Classical conditioning: extinction...
    Level: Medium
    Origin: TB1 Module 20...17

    Section: Learning by observation
    Level: Difficult
    Origin: TB1 Module 22...3

31. (No answer.)
    Section: (None)
    Level: (None)
    Origin: TB1 Module 22...10

32. B UCS; CR
    Section: Study Guide
    Level: (None)
    Origin: TB1 Module 20...55

33. A a relatively permanent change in the behavior of an organism due to experience.
    Section: Study Guide
    Level: (None)
    Origin: TB1 Module 21...72

34. C modeling.
    Section: Learning by observation
    Level: Easy
    Origin: TB1 Module 22...2

35. D latent learning.
    Section: Updating Skinner's...cognitive
    Level: Medium
    Origin: TB1 Module 21...47

36. A immediate; delayed
    Section: Immediate and delayed reinforcers
    Level: Difficult
    Origin: TB1 Module 21...22

37. A academic achievement is influenced by a positive self-concept.
    Section: Applications of classical conditioning
    Level: Difficult
    Origin: TB1 Module 20...39

38. C intermittent
    Section: Reinforcement schedules
    Level: Easy
    Origin: TB1 Module 21...23

39. D behaviorist.
    Section: Applications of classical conditioning
    Level: Easy
40. B observational learning  
   Section: Study Guide  
   Level: (None)  
   Origin: TB1 Module 22....14

41. D observational; Bandura  
   Section: Study Guide  
   Level: (None)  
   Origin: TB1 Module 22....11

42. A observational learning.  
   Section: Learning by observation  
   Level: Easy  
   Origin: TB1 Module 22....1

43. D generalization.  
   Section: Classical conditioning: generalization  
   Level: Easy  
   Origin: TB1 Module 20....21

44. D positive reinforcer; negative reinforcer  
   Section: Principles of reinforcement  
   Level: Medium  
   Origin: TB1 Module 21....13

45. A modeling.  
   Section: Bandura's experiments  
   Level: Medium  
   Origin: TB1 Module 22....5

46. C enables us to adapt to our environment.  
   Section: Introduction to learning  
   Level: Medium  
   Origin: TB1 Module 20....1

47. A punishment.  
   Section: Punishment  
   Level: Medium  
   Origin: TB1 Module 21....39

48. D variable-interval  
   Section: Reinforcement schedules  
   Level: Medium  
   Origin: TB1 Module 21....34

49. B Kim's mother decides to reward her daughter's enjoyment of karate by paying her 75 cents for each hour that she practices.  
   Section: Study Guide  
   Level: (None)  
   Origin: TB1 Module 21....90

50. D conditioned stimulus.  
   Section: Pavlov's experiments  
   Level: Easy  
   Origin: TB1 Module 20....12