

Pioneers and Milestones in Cognitive Psychology

Cognitive Psychology · Answer Key · 15 Questions

1. Who is widely credited with establishing the first laboratory dedicated to experimental psychology, laying foundational groundwork for cognitive research?

A) Wilhelm Wundt

- B) William James
- C) Sigmund Freud
- D) B.F. Skinner

2. The concept of 'chunking' as a strategy to overcome limitations in short-term memory capacity was famously demonstrated by which researcher?

A) George Miller

- B) Ulric Neisser
- C) Hermann Ebbinghaus
- D) Noam Chomsky

3. Which early cognitive psychologist developed the 'levels of processing' model, suggesting that memory recall is influenced by the depth of mental effort invested in encoding information?

A) Fergus Craik

- B) Endel Tulving
- C) Alan Baddeley
- D) Donald Broadbent

4. The influential 'Turing Test,' a criterion for determining a machine's ability to exhibit intelligent behavior equivalent to that of a human, was proposed by which mathematician and computer scientist?

A) Alan Turing

- B) John McCarthy
- C) Marvin Minsky
- D) Claude Shannon

5. Who introduced the concept of 'schemas' into cognitive psychology, proposing that prior knowledge is organized into mental frameworks that influence perception and memory?

A) Frederic Bartlett

- B) Jean Piaget
- C) Jerome Bruner
- D) Lev Vygotsky

6. The 'information processing' approach, a dominant paradigm in cognitive psychology, drew significant inspiration from the development of which technology?

A) Electronic computers

- B) The printing press
- C) Telegraph systems
- D) Early calculating machines

7. Which researcher is known for their seminal work on 'attentional blindness,' demonstrating how focusing on one task can lead to a failure to notice unexpected stimuli?

A) Daniel Simons

- B) Christopher Chabris
- C) Eleanor Rosch
- D) Elizabeth Loftus

8. The groundbreaking 'Cognitive Revolution' in psychology, marking a shift away from behaviorism, is often associated with the publication of which influential book?

A) Cognitive Psychology by Ulric Neisser

- B) Behaviorism by B.F. Skinner
- C) On Human Nature by E.O. Wilson
- D) The Interpretation of Dreams by Sigmund Freud

9. Who developed the 'multi-store model of memory,' proposing distinct sensory, short-term, and long-term memory stores?

A) Richard Atkinson

- B) Lynn Shanks
- C) Robert Sternberg
- D) Endel Tulving

10. The study of 'linguistic relativity,' suggesting that language influences thought, is most closely associated with the work of which two anthropologists?

A) Edward Sapir and Benjamin Lee Whorf

- B) Claude Lévi-Strauss and Mary Douglas
- C) Franz Boas and Margaret Mead
- D) Bronislaw Malinowski and Raymond Firth

11. Which psychologist's work on 'artificial intelligence' and the 'physical symbol system hypothesis' was foundational in the early development of cognitive science?

A) Allen Newell

- B) Herbert Simon
- C) Geoffrey Hinton
- D) Yoshua Bengio

12. The concept of 'priming,' where exposure to one stimulus influences the response to a subsequent stimulus, was a significant discovery stemming from early research in:

A) Memory and attention

- B) Language acquisition
- C) Problem-solving strategies
- D) Social cognition

13. Who is credited with pioneering research into 'prototype theory,' which posits that people categorize objects based on their similarity to a mental prototype?

A) Eleanor Rosch

- B) Irving Biederman
- C) James McClelland
- D) David Rumelhart

14. The idea of 'cognitive biases,' systematic patterns of deviation from norm or rationality in judgment, was significantly advanced by the work of which psychologists?

A) Daniel Kahneman and Amos Tversky

- B) Richard Thaler and Cass Sunstein
- C) Max Weber and Émile Durkheim
- D) Stanley Milgram and Philip Zimbardo

15. The development of 'connectionism' or 'parallel distributed processing' (PDP) models, offering an alternative to symbolic AI, was a major innovation in cognitive psychology and AI, with key figures including:

A) David Rumelhart and James McClelland

- B) Alan Turing and John von Neumann
- C) Marvin Minsky and Seymour Papert
- D) Herbert Simon and Allen Newell